

JUN 20 1933

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# THE Publishers' Weekly

*The American Book TRADE JOURNAL*

VOL. CXXIII

JUNE 17, 1933

NO. 24

→Coming August 11←

The New Novel by

A. S. M. HUTCHINSON

which in our honest opinion  
comes nearer "If Winter Comes"  
in popular appeal than any  
novel written by him since  
that book sold 380,000 copies.

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SOFT SPOT

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1926

THE PUBLISHERS' WEEKLY

## Who is HANS DUFFY?

The owner of the most devastatingly wicked wit that we have seen between book covers.

## Who is HANS DUFFY?

She deals out the venom of a cobra—but wears a kid glove.

## Who is HANS DUFFY?

A *nom de plume*—a young lady in her early twenties whose novel has left English society gasping and English critics cheering.

## Who is HANS DUFFY?

A writer whom you're going to know well from now on.

Her novel:

# SEVEN BY SEVEN

will be published

JULY 12th

THE CHARACTERS: Seven people—members of a well-known and aristocratic matrilineate—who live in a world of human beings, poverty, machines, wars, politics—and never know it, much less understand it. Their individual destinies run the gamut from the ludicrous to the infinitely tragic. It's superb drama and superb comedy all the way.

It's the kind of a novel we'd publish even if it wouldn't sell—because it does for Anglo-American aristocracy what Sinclair Lewis did for the Babbitts. But we have no doubts about its selling! \$2.00



Suicide?

"Perhaps," said the sceptical Mr. Tolefree.

## PROVE IT, MR. TOLEFREE

by R. A. J. Walling

The combination: (1) A Morrow Mystery (2) by R. A. J. Walling—is one you can't beat! Sir William's niece sensed that her uncle was murdered; Mr. Tolefree followed a cold scent—and proved murder.

JULY 12

\$2



"Jim Gilbert, you're loco," said Milly.

## ONE CRAZY COWBOY

by Charles Ballew

—and loco he was! Just crazy enough to be the fightingest fool the Circle A had seen in years, a stranger who shot up the town of San Marcos and its gang of rustlers. Here's the maximum of hair-breadth escapes and ticklish situations—and plenty of humor.

JULY 12

\$2

AND PUBLISHED BY MORROW

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1933 by R. R. Bowker Co. London, D. H. Bond, 407 Bank Chambers, Chancery Lane.

JUNE 17, 1933

1927

## The Year's Biggest Sales Value

*The Pulitzer Prize Biography — Now \$3.50!*

# GROVER CLEVELAND

By ALLAN NEVINS

The new Pulitzer Prize Edition of this modern American biographical classic is the year's outstanding book bargain. Packed with intimate personal glimpses and dramatic events, it presents an entirely new portrait of one of the most rugged and courageous of our Presidents. At its new low price *Grover Cleveland*, The Pulitzer Prize Biography, is a certain sale to every lover of good non-fiction.

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The rollicking, dashing romance of a modern girl who changed boredom for happiness, and found it in abundance. Here is a love story that suits the mood of women everywhere, gay and swift and up-to-date. A sure-fire seller and renter for summer and fall!

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## THE LONGHORN FEUD

By MAX  
BRAND

The most popular of all the western-story authors in a thrilling story packed with action, with rangy cowmen fanning bullets on every page, and a likeable dare-devil of a hero with a genuine western way. If they like their "westerns" tough (and don't they!) try 'em with *The Longhorn Feud*.

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1928

THE PUBLISHERS' WEEKLY

FARRAR & RINEHART  
INCORPORATED  
PUBLISHERS

NINE EAST FORTY FIRST STREET  
CABLES--FARRINE--NEW YORK

12 June 1933

Richard Fuller, Esq.  
Old Corner Book Store  
Boston, Mass.

Dear Dick:

Did you know that when Joan Lowell reached Boston a little over a year ago, she was, as she said, "as broke as the Ten Commandments"? I know that it was her determination to prove herself that started her on what was to be one of the most adventurous years of her life, doing special stories for one of your papers. Certainly I take my hat off to the amazing amount of excitement, adventure and danger, and a lot of humor supplied by your Metropolis! Apparently New York has no corner on white slavery, nudism, insurance racketeers, sweat-shops and unemployment, for all of these come within the scope of her special assignments.

GAL REPORTER, the story behind her newspaper dispatches is an astonishing one. She worked often in disguise for the crooked interests wanted desperately to keep her away. She was many times in personal danger and during her unemployment investigation went without food or sleep for days.

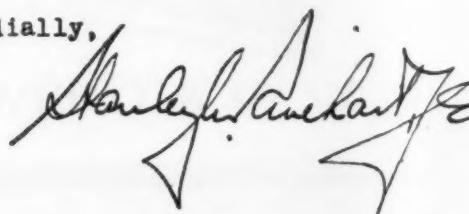
The same vitality, the same punch, the same sense of humor which made "The Cradle of the Deep" so enormously successful, are in this new book, GAL REPORTER.

Mr. Gray, her Managing Editor, writes: "Miss Lowell's book will interest thousands, and is the result of her vigorous and unfaltering energy. No task is too difficult for her, and she never shirked dangers."

I know you will do well with the book for her following is enormous and her ability without question.

Publication is July 17th, at \$2.50.

Cordially,



SMR:WHC

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list in  
years

---

FALL 1933 . . .

•FICTION

## Dorothy Canfield

THE BONFIRE. A modern novel about a Vermont village—better than THE DEEPENING STREAM.

Oct. 13, \$2.50

## Phil Stong

STRANGER'S RETURN. The author of STATE FAIR writes a hilariously human novel about an Iowa farm. To be promoted for big summer sales.

July 6, \$2.00

## Dorothy Sayers

HANGMAN'S HOLIDAY. Twelve brand-new detective stories about Lord Peter Wimsey and a new Sayers detective called Montagu Egg.

Sept. 21, \$200

•BIOGRAPHY

## Gertrude Stein

THE AUTOBIOGRAPHY OF ALICE B. TOKLAS. Gertrude Stein's life story, written as simply as Defoe wrote the autobiography of Robinson Crusoe. And it's as fascinating.

Sept. 1, \$3.50 (?)

## J.E. Neale

QUEEN ELIZABETH. For the general reader—yet by an Elizabethan scholar—the first adequate story of the Queen's entire life.

October, \$3.75 (?)

## *Virginia Woolf*

**FLUSH: A BIOGRAPHY.** The story of Elizabeth Barrett Browning's cocker spaniel. Certain to be Mrs. Woolf's most popular book.

Sept. 7, \$2.00 (?)

## *Violet Clifton*

**THE BOOK OF TALBOT.** Talbot Clifton, traveler and human being extraordinary, immortalized in an unclassifiable book that England compares to MOBY DICK and ARABIA DESERTA.

Sept. 21, \$3.50 (?)

## *Julius Meier-Graefe*

**VINCENT VAN GOGH.** Issued years ago in a limited edition, this truly great biography of the Dutch painter is to be made available with 61 full-page reproductions of van Gogh's paintings.

Dec. 1, \$3.50 (?)

### •GENERAL BOOKS

## *Rockwell Kent*

**ROCKWELL KENTIANA: FEW WORDS AND MANY PICTURES.** All he cares to write about art, and 120 reproductions (including 90 full-page illustrations, one in full color) of his drawings, woodcuts, etchings, lithographs and paintings. No limited edition.

Sept. 14, \$3.75 (?)

## *Katharine Ball Ripley*

**SAND DOLLARS.** Following Mrs. Ripley's SAND IN MY SHOES, and telling of "everybody's dollars being skipped out to sea" when the boom collapsed in South Carolina.

Sept. 28, \$2.00

# *Logan Pearsall Smith*

**ON READING SHAKESPEARE.** The little book on Shakespeare that Christopher Morley, Hugh Walpole, and many others are pawing the air about.

Sept. 7, \$2.00 (?)

# *Everybody's Lamb*

**ILLUSTRATED BY E. H. SHEPARD.** A comprehensive anthology of Lamb's writings—the first of its kind—selected and edited in the manner of **EVERYBODY'S PEPYS** and **EVERYBODY'S BOSWELL.**

Nov., \$3.75 (?)

## • CHILDREN'S BOOKS

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**BY DOROTHY KUNHARDT.** A picture book with a surprise on every page. Pronounced a "natural" by all authorities who have seen it. Ages 3-7. Sept. 1, \$1.00

# *The Train Book*

**BY WILLIAM CLAYTON PRYOR.** A picture story book, full of grand photographs that tell all about trains and railroads. Ages 4-8.

Sept. 21, \$1.00

# *Chip*

**AS OVERHEARD BY LOUIS UNTERMEYER.** A chipmunk tells his life-story of hairbreadth escapes. Illustrated by Vera Neville. Ages 4-8. Sept. 21, \$1.75

*and there are more!*

**HARCOURT, BRACE  
AND COMPANY**

383 Madison Ave., New York

JUNE 17, 1933

1933

## The Season's Surprise Hit!

- 1st PRINTING sold out on publication day
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- 3rd PRINTING ordered before publication
- 4th PRINTING now ready
- 5th PRINTING on press



A beautiful piece of bookmaking

## JULIA NEWBERRY'S DIARY

1869

1872

### 8 Days' Sales Record

| JUNE | Copies Sold |
|------|-------------|
| 2    | 336         |
| 3    | 328         |
| 5    | 145         |
| 6    | 267         |
| 7    | 232         |
| 8    | 215         |
| 9    | 318         |
| 10   | 213         |

### Read What These Booksellers Say:

A. Kroch: "A jewel—a real find!"

Karl Placht: "I feel sure this will be a big book. May I add my 3rd reorder in 2 days—another 10 copies please."

"As pretty a publishing job as has been seen this year."

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*Timely New Book*

## WE MOVE IN NEW DIRECTIONS

You can always count on an Overstreet book. This new book is incontestably his best to date. 1925 Influencing Human Behavior, 31,870 sold  
1927 About Ourselves . . . . 29,144  
1931 Enduring Quest . . . . 13,547  
—and all still selling. \$3.00

### COMING IN JULY

## *The First NORTON Mystery*

## The MYSTERY of the CAPE COD PLAYERS

By Phoebe Atwood Taylor

We waited 3 years and combed over 100 manuscripts before we found a story we were willing to launch as our first mystery—combining an intelligent, air-tight plot, a popular setting, and a detective the public can't resist. Will be backed by a strong promotion campaign. \$2.00

W. W. NORTON & COMPANY, INC.



70 FIFTH AVENUE, NEW YORK



## A TRIUMPHANT NOVEL

One retail bookseller who has just read "Anthony Adverse" increased his outright order from one hundred to five hundred copies, another to three hundred and fifty, dozens to one hundred. One store buyer writes that she had ninety advance customer orders before the announcement cards were marked, others have twenty-five, fifty, seventy-five, with two weeks still to go.

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publication have nearly tripled the advance sale. We printed seventy-five hundred for our first edition, then five thousand more, then twelve thousand. Our letters from booksellers transcend our own enthusiasm.

Ellen Glasgow writes: "A book so spacious, so unhurried, so humane in feeling and so romantic in mood will do much to restore our lost confidence in the scope and variety of the modern novel." "Anthony Adverse" has become the triumphant book of 1933!

Until publication day "Anthony Adverse" will be billed at \$2.75 less the regular trade discount, though the retail price will always remain \$3.00. Write or wire increases in initial orders. The first three printings of twenty-two thousand five hundred are going rapidly, and it takes three weeks to manufacture subsequent editions of this twelve-hundred page book.

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128 University Ave., Toronto

# DOUBLEDAY, DORAN FALL PROGRAM...

We suggest that you check this balanced, diversified List—one of the very best we have ever presented to the Book Trade—right now, in preparation for our Salesmen's calls, starting this week.

## *Big Names — Fiction*

---

**RICHARD ALDINGTON**

"All Men Are Enemies." The most adult love story of our time—laid in a scene like "A Farewell to Arms" the greatest novel by the author of "Death of a Hero." Rockwell Kent wrapper. 576 Pages. July 26. \$2.50

---

**BOOTH TARKINGTON**

"Presenting Lily Mars." Not only the story of a girl who is an unquenchable genius for the theatre, but an emotional moving study of what genius really is. Everything in Tarkington's biggest public. Aug. 16. \$2.50

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**HUGH WALPOLE**

"Vanessa." Fourth and concluding volume, Herries Chronicle. A panoramic of glittering balls, pageants, golden jubilees, all Victorian England. Definitely most saleable of the series. Brings the Herries up to modern time as perhaps the second family of England. Sept. 6. \$2.50

---

**WILLIAM McFEE**

"No Castle in Spain." The author of "The Harbourmaster" writes his most modern romance—filled with glamour and emotion—against the exotic background of New York and South America. Oct. 4. \$2.50

---

**VICKI BAUM**

"Falling Star." Her first American novel, and her best since "Grand Hotel." The whole glamorous drama of Hollywood, of those heroes and heroines of the screen who are the modern gods and goddesses. RedBook says, "She's a 21-million-dollar author!" Oct. 4. \$2.50

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**KENNETH ROBERTS**

"Rabble in Arms." The author of "the two best historical novels ever written about America" ("Arundel" and "The Lively Lady") tells in fresh, top fiction style the whole story of Saratoga, the Revolution in New England. Sept. 13. \$2.50

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**W. SOMERSET MAUGHAM**

"Ah King." Six new tales by an author whose short stories—"First Person Singular" etc.—are as eagerly awaited as his best-selling novels. Sept. 13. \$2.50

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**ISA GLENN**

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---

**ROBERT HICHENS**

"The Paradine Case." This novel of love, murder, and a sensational trial, by the author of "The Green Carnation," is a leading best-seller abroad. Aug. 2. \$2.50

---

**E. ARNOT ROBERTSON**

"Ordinary Families." This gay and ruthlessly modern novel by the author of "Four Frightened People" is the August selection of the English Book Society, and by all odds Miss Robertson's most saleable book. Sept. 20. \$2.50

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**DAPHNE du MAURIER**

"The Progress of Julius." "The Loving Spirit" was a best seller. Now Miss du Maurier tells the absorbing story of a ruthless egoist—against the background of England—Paris—Algiers. Aug. 9. \$2.50

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**ALDOUS HUXLEY**

"Retrospect." No omnibus has probably ever been so needed as this one. 160 pages of brilliant Huxley writings, in all fields. Sept. 20. \$2.50

## Fiction — continued

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"Chinese Love Song." Romance—horror—passion—war—three men and a mysterious scarlet woman—a tangle of fate in a Chinese treaty-port. Watch this title! Aug. 2. \$2.00

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**CARL VAN DOREN**

"An American Omnibus." A celebrated critic's selection of the best in contemporary American literature, all kinds. Mark Van Doren (*Anthology of World Poetry*) chooses American poetry from 1920 on. Aug. 2. \$2.75

**DENIS MACKAIL**

"Chelbury Abbey." One of the cleverest, most charming of modern writers tells a story of the aristocratic new poor of England. Delightful reading. Oct. 11. \$2.00

**VINCENT SHEEHAN**

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**J. B. MORTON**

"Find the Woman." One of England's favorite humorists discovers one man's search for the ugliest woman in the world. Vast, gusty, Rabelaisian. Oct. 25. \$2.50

## Big Names — Non-Fiction

**DON MARQUIS**

"archie's life of mehitabel and other reflections." More writings of archie, the cockroach, and mehitabel, the cat. Fifteen printings of the first book have been sold. Oct. 4. \$2.00

**NELLA BRADDY**

"Anne Sullivan Macy: The Story Behind Helen Keller." About one of the world's most remarkable women and her equally remarkable teacher. Sept. 13, illus. \$3.00

**DOLLY GANN'S BOOK**

The sister of the ex-Vice President gives the ins and outs of politics and society in the Capital. A woman's "Washington Merry-Go-Round." Oct. 4. \$2.50

**MERCER BEASLEY**

"How to Play Tennis." A practical handbook by the great teacher of Vines, Sutter, etc. A set-up for your summer trade. July 19. \$2.00

## Romance — Adventure

**KATHLEEN NORRIS**

"Angel in the House." Should a woman marry a man younger than herself? On this theme of universal interest Mrs. Norris builds a best seller that was a smash-hit in serialization. Sept. 20. \$2.00

**MAYSIE GREIG**

"Lovely Clay." Twice as fast and romantic as "A Bad Girl Leaves Town"—and don't forget, she's the new star in love stories, with plenty of push behind every book she writes. Aug. 2. \$2.00

**RUBY M. AYRES**

"By the World Forgot." Ruby Ayres is one of the steadiest sellers in romance, and this story of a movie idol and the girl who loved him is one of her best. Sept. 13. \$2.00

**CHARLES ALDEN SELTZER**

"Clear the Trail." Ace adventure, with the tang of the West, by the author of "War on Wishbone Range." Sept. 6. \$2.00

**FRANK H. SPEARMAN**

"Hell's Desert." A favorite with the fans—creator of "Whispering Smith"—gives us an old-time whirlwind thriller, with love, danger, and murder. Oct. 4. \$2.00

**DOUBLEDAY, DORAN & CO., Inc.****Garden City, N. Y.**

# THERE'S NO mystery ABOUT CRIME CLUB LEADERSHIP



Good books—famous authors—detective story successes, not once in a while, but every month, have done it. Hard-boiled editing, elimination of weak books, constant addition of important new discoveries; not only good books but brilliant, attention-getting, self-displaying wrapperson those books, have helped. For more than five years the Crime Club gunman has been the hallmark of the best mysteries—and readers know it!

*Crime Club headliners for July!*

## Kingdom of Death

MARGERY ALLINGHAM'S Graustarkian new thriller, gay and bloody, with Albert Campion, the unique detective of *Mystery Mile* and *Police at the Funeral*, carrying off the honors in a case too delicate for the English secret service to tackle. The July Crime Club Selection, and as thoroughly engaging a mystery as we've ever published.

July 5 \$2.00

## Mystery of the Dead Police

PHILIP MacDONALD contributes cold chills for the hot weather in this terrifying shocker of the murderer whose victims were the London police. July 19 \$2.00

## The Transatlantic Ghost

DOROTHY GARDINER'S first mystery is a discovery comparable to Mignon G. Eberhart's *The Patient in Room 18* and Kay Cleaver Strahan's *The Desert Moon Mystery*. In other words it's a book bound to attract readers, to sell, to build a growing reputation.

July 19 \$2.00

**THE CRIME CLUB, Inc.**

## TWELVE HEADLINERS FROM THE RECORD-BREAKING FALL CRIME CLUB LIST

Anthony BERKELEY DEAD MRS. STRATTON, newest Roger Sheringham mystery. August 2

John W. VANDERCOOK MURDER IN TRINIDAD, by the famous author of *Black Majesty*. September 6

Stuart PALMER THE PUZZLE OF THE PEPPER TREE, by the author of *The Penguin Pool Murders*. Sept. 20

Michael KEYES THE DEAD PARROT. A mystery discovery of major importance. September 20

William G. EBERHART THE DARK GARDEN October 4

Philip MacDONALD MENACE. Fear lies like a hand on this tale of murder. October 11

Sax ROHMER FU MANCHU'S BRIDE. The great Oriental villain in a new blood-curdler. October (date not fixed)

Van Wyck MASON THE SULU SEA MURDERS. His last was the best selling *Shanghai Bund Murders*. October 11

Roger SCARLETT IN THE FIRST DEGREE. A new and distinguished mystery laid in Boston. October 11

John S. STRANGE BLACK HAWTHORNE. Remember *The Strangler Fig?* November 1

Frank L. PACKARD THE PURPLE BALL. Bound to be a best-seller. November 15

Helen REILLY MCKEE OF CENTER STREET. Tops all previous New York police mysteries. December 6

We'll tell you more about all these books in future issues of *The Publishers' Weekly*. They're the kind of titles to bring mystery sales up to new high levels. They'll give you an idea of the scope of the Crime Club's fall list—the finest in more than five years of mystery publishing.



Garden City, N. Y.



# HARRERS FALL BOOKS PARADE



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THE  
HARPER PRIZE  
NOVEL  
1933





## "This Book Has Everything"

**WILLIAM McFEE**

*in the*

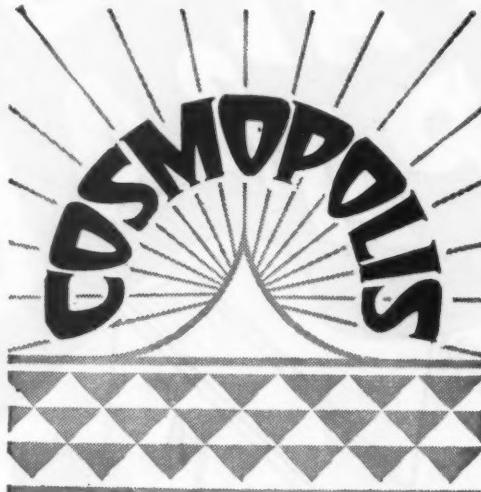
*New York Sun*

This is the way a novel should be written. The book, as we so rarely feel able to say, "has everything." It is a first class novel and may easily become a best seller.

**E. C. BECKWITH**

*in the New York  
World-Telegram*

An eloquent, beautifully written story. A splendidly fashioned tale, beneath its sparkling surface a profound, ironic travesty of heterogeneous human nature.



**DRAKE DE KAY**

*in the*

*New York Times*

The characterizations both major and minor are excellent. Narrated with great poignancy. It is a very good novel indeed.

**DAVID M. GILBERT JR.**

*in the  
Philadelphia  
Public Ledger*

No one else writing today catches the full color and form of modern youth so successfully as Mr. Croft-Cooke.

By  
**RUPERT CROFT-COOKE**  
**\$2.00**

## THE MARCH OF PHILOSOPHY

By Henry Alpern

The first thoroughly comprehensive history of Philosophy written in popular style. Illustrated. \$3.50

## HOOF BEATS

By  
**William S. Hart**

The famous movie star writes a thriller of the West.

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## WEEPING CROSS

By  
**Henry Longan Stuart**

C. Hartley Grattan writes of this novel in the New York World-Telegram:

"While there are plenty of allegedly religious fictions scattered up and down our literature few have the strength of this one."

\$2.00

**LINCOLN MAC VEAUGH**  
THE DIAL PRESS 152 W. 13th St. New York  
Geo. McLeod Ltd., Toronto—Canadian Agents

# THE PUBLISHERS' WEEKLY

## THE AMERICAN BOOKTRADE JOURNAL

JUNE 17, 1933

## Where Ideal Avenue Crosses Practical Street

ALBERT R. CRONE

*Director of Sales and Promotion of the R. R. Bowker Co.*

THE THEME OF THIS CONFERENCE was originally bluntly posed in "*Can the bookstore survive?*" It was in relation to that proposition that I was first asked to report to you here any life-saving side lines that my position in bookselling may have brought to view. As one surveys our industry, reckons the credit condition of bookstores, ponders reduced sales and absent profits, it becomes apparent that if we do not have to abandonment, we do, at least, have to get our bearings, and that the direction of our course in the future must be considerably altered if the bookstore is to survive.

For the sake of argument I submit that the bookstore of yesterday is whipped. My reasons for maintaining this assertion are: (1) that the independent rental library takes too much "quick cash" away from the bookstore. It does this because it is more available to the prospective reader. There are tens of thousands of rental libraries. There are several hundred bookstores. Libraries are better located. In the neighborhood, in the drug store, in the hotels, in the large office buildings, they are as handy as the need of the book. These libraries make books available at the lowest possible cost. Outside the jurisdiction, so to speak, of trade restrictions, they may and often do beat the gun of publication dates, and standards of book rental rates.

(2) General retailing practice undermines the bookstore. Bargain competition is an accepted American retailing practice in al-

most all lines of merchandise. In many lines of retailing this is more seeming than real. Not so in bookselling. The bookseller must find a practical "out" for bargain selling. It is hard to imagine any legal escape from the hazards of retail "come-on" competition.

(3) The price of books *per se* remains too high—and tends to destroy the bookstore. It is one of the reasons why books are rented. It is one of the reasons why prices are cut. The bookseller must find a practical selling plan that makes price mean less.

(4) The alert competition of book services of various types drains vitality from the bookstore—such services as the Book Clubs, the Book Departments of magazines, societies, associations and business houses. All of these may carry on their business without regard to the standard of practice that may be our bookselling code, as regards price maintenance, publication dates, etc. Whether or not they are fair competitors—they are generally vigilant and active.

(5) The small bookshops sap the bookstore, for they take away countless quick cash sales. Like the rental libraries, they too are generally handier, and they are less restricted by the requirements of strict business limitations in terms of hours and costs. They harm the bookstore by their concentration on the faster selling books of a day, their restriction of the area of book service.

(6) The competition for local business indulged in by the bookseller, jobber and publisher destroys the bookstore, which must essentially depend on having nearly all the local business. Many aggressive, alert book-

[A paper read at the American Booksellers' Association Convention, New York City, June 5.]

sellers have suffered because of this fratricidal bargaining.

(7) Competition other than bookselling challenges bookstore survival. Movies, radios, motoring, mass games, play, all are better and more easily sold to the market.

Here are a few reasons why yesterday's bookstore cannot survive. These conditions are not new—but they have a new significance today as we try to find a practical plan or theory for tomorrow. That these evils have existed for so long; that there has been no solution, gives me courage to present to you a plan for the bookstore of tomorrow that is practical and is also difficult. It is not new. In individual cases it is being applied. It has been tried and has proved successful for our industry in at least one area.

I present to you then this choice: Business or Profession? The Ideal or the Material. The Material has failed us. We must elect the Professional. We must choose the Ideal. We have followed the "merchandisers" these several years, and they have led our business to bankruptcy. If we had followed the idealists I doubt if we'd have come to such unhappy pass, for we would have moved a long way upon a road of service to communities and individuals—a road that might have kept us on the heights even in these depressive times. May I quote a paragraph or two from an address to booksellers made some nine years ago —

"I can think of no store or shop so fit to serve as a genuine community institution as the bookshop. The commercial side is here, of course, but more important is the social or human or even idealistic side. The true bookshop keeper must feel in his best moments that profits are incidental and community service primary. Certainly he touches all ages, ministers to all higher needs, points the way to all roads of enlightenment and emancipation. To the minister, the physician, the lawyer, the social worker, the nurse, I would certainly add the bookseller as a member of a profession, and his office, therefore, a center of community influence. You know the difference between a business and a profession, of course! A business exists for profits, if necessary, at the sacrifice of service. A profession exists for service, if necessary at the sacrifice of profits. The professional man, if he be faithful to his profession, cannot be a money-maker, but must always, at whatever sacrifice, be a servant of

the common good. He must answer every call without money and without price. Bookselling should take on the dignity of this professional idealism."

Spoken by John Haynes Holmes in the Convention of 1924.

So we must choose the Ideal. We must not take a passive acceptance of this concept, but a vigorous, active, planned adoption. By such a basic readjustment we wipe out considerable of the concern over our competitors. We have a new thing to sell called Book Service in its broadest aspect that begins with human needs and ends with books. When we sell Service—such troubles as the greater availability of rental libraries, "come-on" competition and the price of the merchandise cease to be so important. We begin to compete on favorable terms with book clubs, magazine book services and other agencies of any kind whatsoever. We begin to develop all the best characteristics of the personal bookshops, broadened and enlarged by greater facilities and wider selection. We elect the "battle-ground" on which we will compete against all comers for the trade of the world.

May I call to the witness stand Frederic Melcher, then newly come to W. K. Stewart's store in Indianapolis and record his testimony to the booksellers' convention of 1913.

"What we want to do," he said, "is to make our bookstore an absolute part of the community and state life. What we want is an idealistic conception of our bookstore. Then working from this standpoint we will measure to very good practical advantage the suggestions that come along. Now there is nothing except the institutions which the people build, their schools and their art institutes, that has such an opportunity to become part of the community as a bookstore."

This basic readjustment of the conception of our place in the scheme of things is essential, important and is the best practical step confronting us. With that basic ideal our sales promotion methods and devices take on a new effectiveness, inspire a new response.

Starting from that standpoint let us measure some of the practical advantages that can come along.

First, we are going to be right with the times, right with the spirit and the reality of the new day. The bookstore of yesterday catered to men who came to the end of the day active mentally, perhaps, but tired physi-

cally with long hours of labor. They had no other need of books but for relaxation and mental stimulation. The bookstore of tomorrow will cater to men who come to the end of shorter work days physically as well as mentally active—eager to find new outlets for their stored up energy. They need books to find new arts, skills, vocations, occupations, hobbies. He who would serve his community and his fellowman, will sell him ideas, ways, means, hopes for better living in the leisure of tomorrow. And having sold him these, he will show him that all may be acquired in books. We who have that concept of professional service to life and living tomorrow won't need to worry much about cigar stores and drug stores, book clubs and rental libraries—for they won't be ministering to their community in any such sense. "Don't sell the book, sell a reduced golf score" cried S.&S., and they sounded the note of the bookstore approach tomorrow. Don't sell the book, sell more satisfaction in a life of sport, of vocation, of avocation, of hobby. After that the book. Before that concept, the price of the book ceases to have much relative significance.

With that concept, secondly, we will be right with all the other agencies in every community that can and will aid in the promotion of reading. What are they? Well, there's the school, the library, the church, the women's clubs, the parent-teacher groups, the Scout groups, the Y.M.'s and the Y.W.'s, and many more national, state and local groups, all of them playing a part in guiding readers to books, guiding and forming sound tastes, guiding and inspiring to new varieties of interest.

Now, starting with our professional ideal conception of service to community and to people, the bookstore—bookselling—begins to

as has been attempted has been without plan or purpose, and coordination with agencies active in the field of encouraging reading has been tenuous."

To our professional purposes of tomorrow we need but to call up the idea, the methods and the consecration of that trade activity which was Children's Book Week. Planned selling in that case proved better than haphazard peddling. In accomplishing that success the N.A.B.P. came into contact with more than 60 national and local periodicals with a circulation aggregating over 13,000,000, received publicity from unnumbered newspapers, and book reviewers, enlisted more than 13 national welfare organizations, scores of leaders in church, and forum and sanctum to spread the idea of the high value of books for boys and girls. For that conception the librarians of America labored unstintingly and zealously, and schools all over the states honored National Book Week. That was Bookselling as a profession, seeking



*Albert R. Crone*

to minister to the needs of individuals, and finding that it paid.

You seek the practical tomorrow. I say consider Children's Book Week. Consider aggressive and intelligent planning. Translate the idealistic conception of Book Week into a continuing program that thinks about the community, about groups in the community, about the individual's needs, that thinks about America today where the new Leisureite is confronted by the problem "what to do with his time." To a year-round program of selling living to people we can rally armies of help. As we sell new interests in life we sell more books. Books help life at every point. Let's demonstrate that. Book promotion, under this conception will receive thousands upon thousands of dollars of fine publicity in newspapers, magazines, pulpit, forum and library, because something besides merchandise is sold to people—new ways of living for which all these agencies will raise their voices. With advertising money absent from our promotion tills—what can be more practically desirable than that?

Our trade journals need to tell and retell the trade painstakingly that we have set up a new and national concept of bookselling—making the bookshop a community service station, interested in the welfare of the people of the community. They must enlist bookstore recruits. These journals need to point out continuously the local agencies that may be recruited, the manners and means of contact. These trade journals will tell the same story to the other chief book distributing service—the public libraries—and will enlist their aid in this program. The N.A.B.P. must painstakingly set itself to the task of uniting to this service the logical agencies interested in this business of social welfare—it needs to seek and find and use the available pages of national magazines and newspapers to keep retelling the great help that humanity can find in its leisure tomorrow—through the development of new interests in life. After that Books!

The A.B.A. needs to weld its brotherhood to the common purpose of community and human service, helping to secure the cooperation of national, state and local agencies of all types. Publisher's advertising should catch the feeling that needs to be spread and re-spread across the pages of our national mediums—*Books can help you Live; It's*

*more fun to know; Don't sell the book, sell a reduced golf score.* Sell hobbies, vocations, avocations, life. After that Books.

We are rushing madly about looking for salvation in side lines—and there is no more reason to expect to peddle certain gadgets successfully than there is to expect to sell certain books of which you have ample variety. Salvation lies in ministering to human needs for which you may be prepared to supply printed matter and tools.

Seen from the point of view of a community service station for the enrichment of life the practical devices that may be sold by booksellers assume a new significance. They fit a selling plan; they only clutter up a store devoted to haphazard selling.

Let's look at man at play—sell a man the idea of games, then sell him cards, chess, checkers, dominoes. He becomes immediately a prospective and eager customer for the devices of these games, and, if he is to get to be an expert, professional tutoring from books. There is no reason why the bookstore should not be the promoter of family and group games, selling the idea of games and furnishing the equipment.

Outdoors, the playing man wants a reduced golf score—better technique—he'll get that out of books as readily as he will from a professional tutor. Men have been educated to games—the playing of games and countless of the gadgets of games can readily be sold by bookstores. If a sporting goods store can sell the books of sport—then also the bookstore can sell the tackle. There is no element of sane recreation of which the bookseller should not be the proponent—for he cares about the development of the individual and the community. There faces us today one of the greatest of public needs—the profitable use of leisure. And the new bookstore is going to be concerned about that. It is its duty. It is also its great opportunity.

Take hobbies. Obviously for every book of magic to be sold there are devices and sets of necessary equipment. We can sell both. Stamp collecting has countless adherents, will have countless more. The bookstore can service that hobby with stamps, albums, books! Modeling opens the door to selling clay and other necessary equipment as well as books on how to model. Marionettes require materials as well as books on how to make them. Reading far and wide through fiction and history helps give the

hobbyist ideas and unlimited horizons. And bookselling widens it, too. Handicrafts, applied arts, offer the opportunity to sell the tools of the craft or the art as well as the books.

The bookstore is a store where reading is sold, and certainly a major side line of book-selling should be magazines and magazine subscriptions. This is a business that requires no capital tie-up. Notably prominent in our effort tomorrow should be those publications that help sell books to groups, such as *Arts and Decorations*, *Movie Makers*, *American Golfer*, *Field and Stream*, *Popular Mechanics*, *Better Homes and Gardens*, *Yachting*, *American Forests*, *Hobbies*, magazines that encourage people to new habits of living at play and at work, making new customers for all sorts of things including books.

This business of ours is a product of the press—and certainly the display of hand presses or an effort to sell the printing vocation, or hobby, is not out-of-place. The whole profitable area of private press books begins to open up. Along with the sale of the printing hobby goes machinery, paper, types, volumes of fine printing, end papers, etc. Here might well be featured prints, pictures, photographs—and they quite naturally bring to mind artists' materials, framing, and the camera. These have been sold by booksellers, they will be sold and they should be sold. Back behind the selling of the idea comes always books—the printed material that contributes to every human interest.

The use of the Bulletin Board outside the store as well as inside to announce something besides books is important. We are the community service station for culture on the bulletin board and in the advertising of which should appear for all who want to know "What's doing in the town today?". The sale of tickets to all community enterprises helps to center interest in the community aspect of your store.

Look at Travel—it has frequently been demonstrated how much material is available from local and national travel agencies in the form of posters and pictures. I do not know whether any bookstore sells tickets to far places, but assuredly books sell travel. I cannot see why a bookstore does not become in part a pseudo Ask-Mr.-Foster service, with close enough contact to a travel agency to assure profitable exchange of selling enter-

prises. The *bon voyage* book basket becomes increasingly successful as a piece of merchandise when the store begins to sell Travel as well as books.

Bookstore advertising of today is too restricted. The tendency of the bookstore to try to sell only a few books and those few only the new, seems to me to be wrong. There are so many books that serve people at so many points, so many needs to which book service could be brought, that it seems sad that imprinted catalogs should be brought down to listing only new stock items and those the best sellers.

In recent months the American Book Councillor Lists have been brought forward to promote sales of older books and have been prepared in fields of special interest. That they have had but pitifully small distribution indicates the low level of our service conception, and justifies the observation that the development of book promotion to special groups needs a preparation in advance—contact with the groups and individuals of the groups.

Lists in *Books of the Month* on many recent occasions have been prepared and have received fairly large distribution through the same mailing lists as the monthly lists of current books itself. These special lists include such topics as *Ride a Hobby Books*, *New Books on Religion and Life*, *Books Around the Home*, *Down to the Sea in Books*. These, too, fail of their real usefulness so long as we do not seek to find new groups and new individuals to serve.

It seems to me that we are in need of an organization within our organization to take care of promotion in terms of our idealistic conception. We need a pilot to hold us to our course, a liaison officer to approach all our allies in magazines, newspapers, groups and associations to the end that we may go forward with a common attack.

*The Library Journal* recently presented to its subscribers a suggested program for libraries in an effort to help librarians render service to the new Leisureite. Other numbers will carry on this promotion with special issues on avocations and occupations in the same manner as this issue took up recreation.

May I not stress *action*, by you at the wheel of retail selling, by us in the engine room stoking up the pressure, by publishers at production, routing the destination of our cargoes? Just getting tired has raised the

devil with us. We look for panaceas in sidelines, in national recovery acts. There is help but no salvation there. One of the angles of that triangular presentation for national recovery, perhaps the chief angle, has to do with selling—competition shall give way to cooperation, promotion shall give way to service.

Forgive me, but this is the anniversary of the Cooperative Stock Control Card idea. In the files there is recorded not one voluntary presentation by a bookseller of the use and the value of that idea to his business. There are recorded but few reports of the usefulness of those cards to any seller's business. Well, you're going to lose the Stock Control Card Service, because you looked upon it as a panacea. You were too tired to work with it. You're going to lose it unless you use it.

In the records of A.B.A. activity, recall the remainder-selling plan of the last year and a half. A bookseller or two made hundreds of dollars out of that idea. Several made profits. None risked anything except \$15.00 and a little time. Every chance speculatively was on the bookseller's side. What happened? Inertia, inactivity, nothing. What price side lines? What price books? What price survival?

Consider business—note that the National Federation of Business and Professional Women's Clubs is urging local clubs to arrange with Public Libraries and bookstores for a display of books in keeping with the purposes of Annual Business Women's Week and with their ten year objective which is "an intensive study of economic problems and their social implications, with a view toward helping in the establishment of conditions which assure to women and to men the fullest possible opportunity and reward for the development of whatever capacities they may possess." This organization is but one of unnumbered groups concerned selfishly, shall we say, and socially, about themselves. They are bringing us cooperation.

So the practical step tomorrow becomes the adoption of our idealistic and social conception. We can secure and widen book markets by a sensible and sustained cooperation with the agencies of social service of all kinds. "Special books clubs" says the Economic Survey, "those offering books for special groups—people interested in business, science, religion, etc., offer essentially a reader registration plan. In general they serve as

one more demonstration of the ability of the bookseller to neglect and to lose good markets." Might I add, to the book clubs above referred to, the many magazines which in all areas of reading interest maintain a book service system. I'm not referring to literary magazines—but to the *Sportsman*, *Field & Stream*, *Movie Makers*, and many others. Read the *Publishers' Weekly* of April 29, 1933, and ponder on what "Pete the Gun-man" does in terms of selling.

Bookselling as a profession is a job of social and public service. It will have its rewards. It is the only practical step that we can take. In our ideal conception of the new bookstore of tomorrow we're going to be concerned that people know fine ways to use idleness and leisure and inactivity. We're going to be concerned about human interests and to sell a community, a home, a parent, a child, something about which to care. "The great task," says Joy Morgan, "is to establish the values of life so that an art of living shall emerge among the masses—that we shall use the extra hours not to make life busier and more hectic, but that we shall claim leisure for personal cultivation, the enrichment of the family, and the improvement of the social order—looking forward not so much to pleasure as to happiness; not to power but to goodness; not to fame but to excellence." Are we to stand aside forever and consider that we're merely business men situated on that expensive corner where Broadway crosses Main, peddling books, displaying the quick-selling items of the day that the fugitive from life buys and busies himself with as he does with a picture puzzle as bored on completion as when he started, presenting maybe a few choice titles to that small clique that we call our Literary Class, and who have been practically our only market; or are we not finally, at long last, to summon up our ideals, recall the high purposes and fine cooperation of Children's Book Week, decide to ally ourselves tomorrow and tomorrow and tomorrow with the forces that work for the welfare of our community—abandon the high rentals of Main Street and Broad, find that corner of our town where the great institutions and services of public welfare abide and set up the new book office at that busy corner where all fine human services carry on their business—where Ideal Avenue crosses Practical Street?

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## Customers' Choice



*The attractive panelled beer garden opened as an annex to the Peabody Book Shop in Baltimore*

THE PEABODY BOOK SHOP in Baltimore has recently opened a beer garden. Back of the shop, run by Siegfried Weisberger, was an unused garage, and about two months ago, this was turned into a charming panelled tap room, with a fireplace at one end topped by a colored print of fat, serious Brahms puffing his cigar as he plays the piano. At the other end, is a bar. The room is furnished with plain, unpainted chairs and tables. English, German, French and American periodicals hang conveniently on racks against the wall above the tables and the few pictures in the

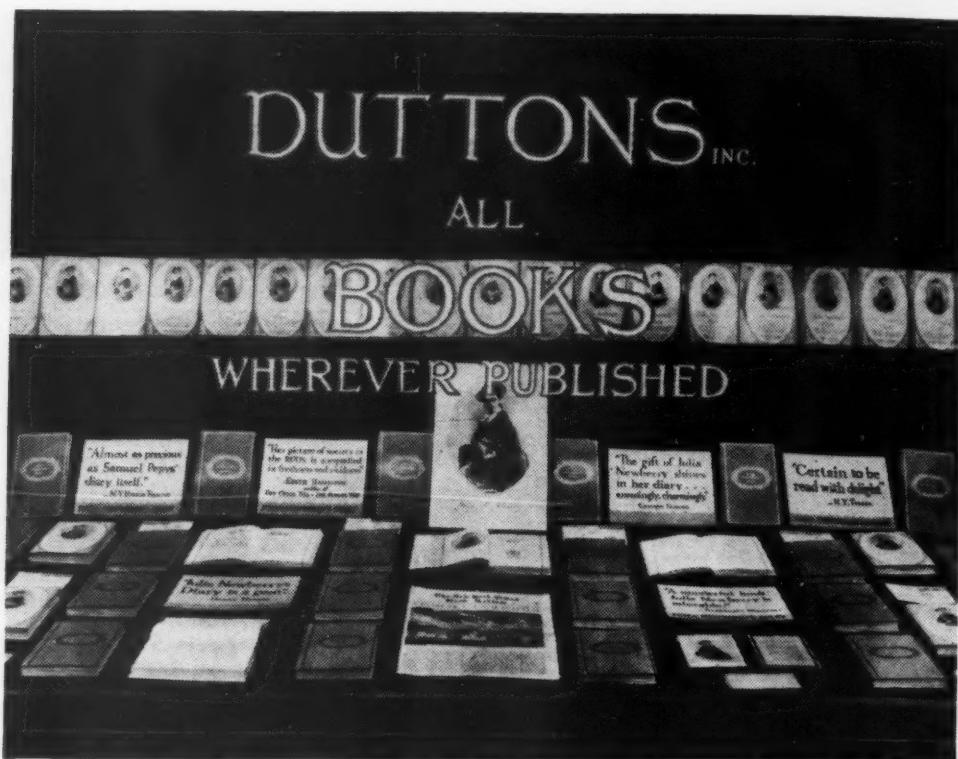
room are excellent reproductions of Van Gogh and Gauguin. Here chamber music is to be heard, and lectures and readings are given. The beer is of secondary importance, an incidental aid to companionship. The wish to make the shop a center of enthusiasm for lovers of good books or music or painting, and the manager's own intensity of feeling for these things give to the Peabody Book Shop a strength and vitality, and an independence of current fads in books which quite evidently attract and will increasingly attract genuine lovers of books. The Peabody Book Shop has two branch stores, one near Johns Hopkins for medical books and one down town for bargains.

\* \*

Siegfried Weisberger is an individualist and disciple of Nietzsche. His shop down a dozen steps on North Charles Street is a long narrow shop lined with teeming shelves, the big tables in the center piled high with quantities of books. The casual visitor realizes at once that there are almost no new books. French, German and English texts, art books, biographies, philosophy, history, psychology are all around. The manager can



*The main store, Peabody Book Shop, which deals chiefly in second-hand books*



*This effective window display of "Julia Newberry's Diary" arranged by Frank X. Howard sold the store's entire stock of the book, 86 copies, in less than one week*

seldom supply a current best seller from stock, but ask him for a fine book on any great subject and he is all cooperative enthusiasm. Stacked against the wall are to be seen two large reproductions of Breughel's jovial peasant canvases and in the magazine rack near the door, copies of the *Hound and Horn*.

\* \*

Conveniently situated on the main floor, near the carriage entrance of Hutzler's fine department store in Baltimore is the attractive book department. Mrs. Morriss, the Manager, is a Macy graduate who started the department eight years ago and is still trying out new ideas and constantly changing her shop to keep it alert and interesting. One of her latest ventures is the importation from England of odd lots, 1000 or more volumes, old books mostly calf bound 18th and 19th century sets. She has been selling them at very low prices. The first lot, tried out just before Christmas, was all sold by 3 P.M. of the first day.

\* \*

Three Baltimore girls help to keep the Hutzler book shop efficient and well stocked. Mrs. Morriss says that although the depre-

sion was slow to hit them, they are now in the thick of it, but the casual visitor has a distinct impression of energy and optimism. Most of the selling is done on the floor, very little by mail, though masculine customers, especially sporting book customers, are hard to lure into a department store and prefer to get their books by mail.

\* \*

In Washington, we found Mrs. Gardiner, the cordial owner of the Wayfarer's Book Shop, at home and stopped for a bit of chat. The shop, half a dozen steps down, at the corner of 17th and H Streets, appeals to the eye at once. The contents of the orange shelves show the buyer of the shop to be a person of discriminating taste. The tiny alcove for children's books is attractive and the well-stocked circulating library in the back room is easily accessible. Mrs. Gardiner deplores the uniformity of interests that her customers all display, all wanting to read the same best seller and none being willing to experiment or be different. Mrs. Gardiner says that she used to sell poetry and discover new authors, but now all her customers want are fiction and the frothier biographies. The shop is now ten years old.

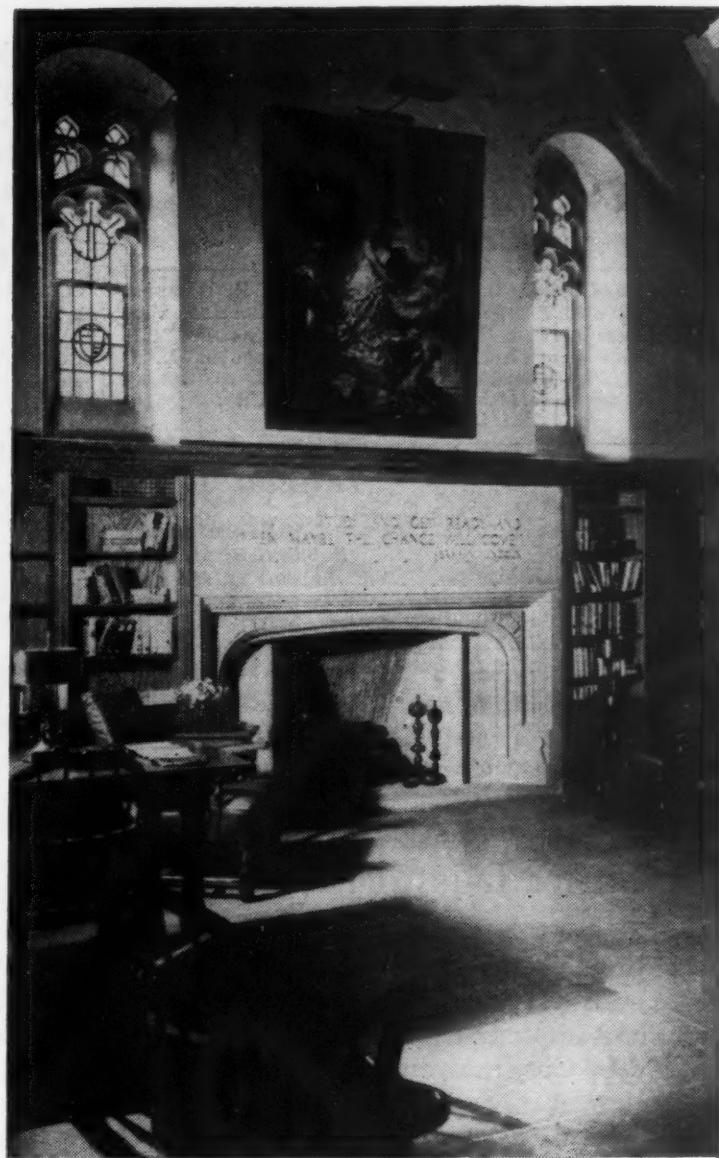
JUNE 17, 1933

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On the other hand, Mr. Ballantyne of William Ballantyne and Sons in Washington reports a tremendous increase in interest in economics and politics. He feels that at last the general public realizes its foolish ignorance in these fields and is eager to overcome it. His large, well-lighted ground floor shop, efficiently stocked not only with books but with stationery, legal forms, and textbooks, is near enough to the very center of American governmental life for him to feel reactions at their source. An extraordinarily varied and interested group of customers not only from Washington but from every quarter of the globe keep in touch with this shop. The store has no lending library—doesn't believe in them—perhaps it is for this reason that it has such a trim, efficient, masculine look about it. Fiction sells less well here than economics or biography, in contrast to the demand in the residential section where the Wayfarer's is.

\* \* \*

The depression seems to have treated the attractive book department of Woodward and Lothrop, Washington, gently. Young Mrs. Martin has been in charge for a year now, after five years in the department and previous experience in Hunter and Co. in Richmond. She is justly proud that sales in the book department have held up compared to those of previous years, as well as in any department in the store. She has also been successful in starting a sporting books department, and is really getting men customers to brave the hazards of the department store aisles to reach her shop at the back of the main floor. Once there they are safe, for it is shut off from the rest of the store and extraordinarily peaceful, well lighted and attractively arranged. Mrs. Martin was much amused when we met her by some recent requests: for a copy of "A Nice Girl Don't Swear"; and a copy of "Oliver Twist at Sea" which proved to be Robert Benchley's "David Copperfield or Twenty Thousand Leagues Under the Sea."



### College Bookstores Meet in July

THE ANNUAL CONVENTION of the College Bookstore Association will be held this year during the week of July 24th at Bloomington, Indiana, the home of the Indiana University Bookstore, the most beautiful bookstore in America.

The picture shown above is that of the new Fireside Bookshop which has been opened in the Indiana University Bookstore, of which Ward G. Biddle is manager. This shop is a rental library, supplying both fiction and non-fiction. It is located on the mezzanine floor at the head of a wide sweep of staircase leading up from the main floor of the store. A huge fireplace is flanked on either side by shelves of the newest books. Mary Hicks, formerly of the Old Corner Bookstore in Boston, is in charge.

# THE Publishers' Weekly

*The American Book Trade Journal*  
Founded by F. Leyboldt

Published by the R. R. BOWKER CO. R. R. BOWKER, President and Treasurer; FREDERIC G. MELCHER, Vice President; JOHN A. HOLDEN, Secretary.  
Publication office: 19th & Federal Sts., Camden, N. J.  
Editorial and general office:  
62 West 45th Street, New York City.  
Murray Hill 2-0150.

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June 17, 1933

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

## Act for Industrial Recovery

ON TUESDAY LAST the National Industrial Recovery Act, somewhat revised by Conference, was passed by the Senate and one of the most important pieces of legislation ever passed by Congress went to the President for signature.

Industrial reorganization under this act will be under the leadership of trade associations, which must plan constructive programs for industry eliminating the disadvantages of unfair competition.

The passage of this act brings sharply before the country the question as to whether trade and industry has leadership of a character that can take advantage of the opportunity thus presented. The bill does not really provide government control of industry, but it provides government backing for the standards which industry sets up for itself and the enforcing of such regulations against the recalcitrant members of industry.

The booktrade is no different from other trades in having found its way into a morass of difficulties during the last decade. Many of these difficulties could not be resolved because of the lack of power to enforce uniform observance of what were considered fair methods of business. Can the booktrade now come together and provide a code or

codes that will be sound practice for the growth and development of the industry and enlightening to those who have previously seen no way to build business except by unrestrained and cutthroat competition? If such a code can be drawn, it should increase book sales, increase the confidence of those who plan publications and bring healthier conditions in the manufacturing plants that supply the publishers and the retailers. The booktrade is not without precedent in such matters. Under the Federal Trade Commission a code was drawn for an experiment of the subscription book industry which brought calm out of chaos in a highly competitive group and which was afterwards supplemented by a code worked out two years ago in conferences between subscription publishers and the librarians.

The Cheney Survey, Norton Report and subsequent work of active committees have prepared the way in the publishing industry for the provision of codes for a better publishing business, and codes have already been drawn in such matters as dates of reprints and remaindering, etc.

The publishers have been closely observant of the progress of this legislation both as it applies to the field of general publishing and the educational field while among the subscription book publishers, already group conscious, there should be no difficulty in getting a trade program started.

Booksellers have already expressed their emphatic desire to take part in a reconstruction program, the College Bookstore Association meets in July and should certainly be ready to join in. This leaves an urgent need of extending the membership of the A. B. A. until it thoroughly covers the industry, and this should not be difficult to do with this important work in hand to be performed.

In the manufacturing industry the Employing Book Binders Association, which has employed O. H. Cheney as counsel, has already set up a program which it expects to apply only to the manufacturing groups. Provisions in the act state that if the provisions of one trade shall affect the welfare of another there shall be a right of appeal which would provide easy adjustment between one code and another.

A plan for a code has been drafted by the National Manufacturers' Association, and the drug trade has issued a very complete pro-

JUNE 17, 1933

gram and code and set up an office in New York with a competent director.

Many industries are stepping forward to give evidence of their intention to organize, such as the Retail Dry Goods Association, the steel industry, and others.

The legislation was drawn on broad lines, and details of what will be permitted in codes will be rapidly worked out under the direction of General Johnson, appointed by President Roosevelt. The program seems economically sound and appeals to the idealism of the best business leaders. With the futility and failure of unrestrained competition evidenced in every industry, there ought to be practical as well as idealistic reasons for facing the future under this new method. May the booktrade show its competence and statesmanship by playing its full part.

### Put the Books in Their Hands

ARE THERE GREATER POSSIBILITIES for the encouragement of book buying through approval methods to customers? This is a question raised several times directly or by implication in the addresses at the Booksellers' Association convention.

George Stevens in an analysis of the reports which the *Saturday Review of Literature* had received from readers as to why people do not buy books put that as one of his important recommendations. He suggested that booksellers might develop a list of privileged customers who would understand that they had full right of taking books out on examination in order that they might decide at leisure on the desirability of purchase.

E. S. McCawley, of Haverford and Ardmore, suggested that booksellers ought to develop increasingly relations with publishers by which, if an expensive or out-of-the-way book was asked for by the customer, it could be sent by the publisher with the privilege of return if not suitable to the customer.

Inherent in Mr. Crone's broad program for community service was the idea that this service should be personal and specific in a wide variety of vocational interests and hobbies which would of necessity stretch the bookseller's power of stock control to the limit unless he had some privileges in experimenting with books that could be ultimately returned.

These suggestions might well be selected as among the most fruitful and valuable suggestions of the convention. Practice ought

soon to prove just how profitable such privilege could be made, but the experiences of those booksellers who are trying out the idea indicate that a very large number of sales results and that the slight hesitation on the part of customers to make decisions from descriptions alone is quickly overcome when the books are actually in their hands for examination.

That final contact with the book itself is a truly persuasive thing to the book lover and could be developed to its broadest practical extent.

### Stop Book Thefts!

THANKS TO ENERGETIC work on the part of the New York Public Library, Harry Gold of Fourth Avenue has been convicted for receiving and offering for sale the Library's copy of Poe's "Al Aaraaf," stolen two years ago. This episode, following on the previous conviction of Harris and of Romm, shows what can be done to punish *book* thievery, but the case also shows that such thefts could be stopped much more quickly if the better booksellers gave more whole-hearted and prompt aid. Although this conviction could not have been obtained without the cooperation of a number of dealers with the Library, the unanimity of such cooperation still leaves much to be desired. It is known that "Al Aaraaf" was offered to several dealers who must have recognized the book but who, while refusing to purchase, made no effort to report the offer to the Public Library and thus to help stop the depredations.

Dealers like Gold who are willing to act as a fence for stolen goods, whether or not it may be proved that they took the initiative in encouraging the theft, have boasted that they were safe from trouble: because libraries would not prosecute; if they did prosecute, they could not prove ownership of the stolen book; if they proved ownership, they could never prove that the dealer had guilty knowledge in possessing the book. All these things, however, were proven in the Gold case.

The New York Library and other libraries should have and need to have more organized and complete support so that such practices shall not again increase. For the reputation of his industry every reputable dealer should take an aggressive stand to watch for books stolen and should take prompt steps to help to run down thieves; otherwise the moral of the Harris, Romm and Gold convictions will be lost.

# Wins the Blue Ribbon

WALLIS E. HOWE, JR.

HE HASN'T CUT ANY SALARIES and he hasn't fired anybody in the sweet name of economy. His sense of loyalty to his associates is rare; and their regard for him approaches devotion. Not because he hasn't cut salaries but because, as one of them puts it, "He gives us credit for having native intelligence. We know what we're supposed to do, and he lets us do it the best way we can. He doesn't drive us, so we drive ourselves for him." It's a nice relationship; and it works.

Polish and education he acquired at St. George's, Harvard, and Oxford; and went to work in Harper's shipping room in 1926. Not that he possessed outstanding qualifications for a shipping clerk's job but that's the way Harper's start their young men, and a good ego-inflating way it is. I don't know how he was as a shipper but they give him credit for the idea of jumping to five copies any single book orders on the theory that neither publisher nor bookseller can make money on the sale of less than five.

His notion that one of the purposes of publishing is to make a profit seemed unique in a young Oxonian. Harper's did nothing to discourage it. They soon lifted him from shipping to selling and in his first year he tripled the business of his accounts. Of course it helped that he was selling very good books for a very good house in a very good year. But he made it a point never to sell a quantity of books without passing on an idea of how to retail them. Next, they made him advertising manager. One of his first ideas was the Harper Sealed Mysteries, immediately successful, and still the only workable guarantee applied to books.

As the lad grew older he started reading books. He struck one called "Leonardo the Florentine," hundreds of thousands of words

for \$7.50. Anyone else would have passed it up for more gentle relaxation. Not this lad; he went crazy about it, talked Harper's into a trance about it, and advertised it high and wide and handsome. It clicked, one of

the surprise hits that dislocate your pet ideas of publishing. It was his enthusiasm, and merchandising keenness, that made it go.

Obviously, he was going places. He nearly bought a department store, played with the idea of an air transport line. But just as he was getting restive a new non-fiction reprint house was born, jointly owned by Dodd, Mead, Harper, Harcourt, and Little, Brown. How the manager was selected is immaterial; our hero got the job. And the new business was an immediate success.

Of course, the four houses provided most of the first big books. But when they reappeared as Blue Ribbon Books they glowed with vitality, were usually more appealing and seemed far more exciting than they had in their original form. They were good merchandise, and they were powerfully promoted. The business paid chunky dividends its first year. And its second; and its third. But the cream was off, so he tried a new idea.

The manager took an idea that had been successful in England (juvenile classics with illustrations that jump out at you), called them "Pop Ups," risked \$20,000 on two titles with only two months before Christmas to sell them in; and clicked again. But he still wasn't satisfied. He didn't like sharing first honors in juvenile sales with "Mickey Mouse." So he hopped into an airplane for Hollywood, persuaded Walt Disney that Mickey should be a pop-up mouse, and soon Blue Ribbon will be out with a full line of popping and non-popping Mickeys.



Eugène Reynal

JUNE 17, 1933

1955

He says he's "just plain lucky." Is he? Or has he the magic touch, or is it his contempt of caution, his disdain of tradition? You explain it to him that his latest idea was tried unsuccessfully six years ago, and he grins and asks, "Yes, but who tried it?"

Perhaps the secret of his success lies in the joy he finds in his work. In a confidential mood he'll admit that selling books has been more fun for him than fox-hunting in England, ski-jumping in Switzerland, or living on the Riviera. A born showman, a gambler

with guts, this bad boy of the book business has rushed in where older and wiser men wouldn't have tread. He is the first to admit the mistakes he has made but he's been right where most was involved.

Now that he has passed thirty he may develop more caution; but I wouldn't bet on it. And he is shortly to challenge Fate on a still larger, bolder scale.

Meanwhile we offer you Mr. Reynal—"Gene" commercially, "Eugène" (and don't forget the accent) socially.

## De La Mare Window Display Award Won by Stokes & Stockell



STOKES & STOCKELL in Nashville, Tennessee, have just been awarded the first prize in the De La Mare window display contest sponsored by Dodd, Mead and Company. The Book Shop in Harrisburg was awarded the second prize, and five third prizes were distributed to Traver's Book Store, Trenton, N. J.; The Mead Stationery Company, Greenwich, Conn.; Burrows Brothers, Cleveland,

Ohio; The Bookshop for Boys and Girls, Boston, Mass.; Wilbur T. Gracey, Troy, Pa.

The Stokes & Stockell window contained a border of light blue delphinium, deep purple iris and yellow daffodils. The Harrisburg window contained a real pool in which live goldfish were swimming, and had, as its background, colored photographs of actual gardens in the neighborhood.

## News of the Week



### Dial Head Ambassador to Greece

LINCOLN MACVEAGH, head of The Dial Press, has been appointed and confirmed as Minister to Greece and will leave for his post shortly. The appointment is especially appropriate because of Mr. MacVeagh's lifetime enthusiasm for the literature and history of Greece, his scholarly acquaintance with ancient Greece and familiarity with the Greece of today and its language.

Mr. MacVeagh is 42 years of age, graduating from Harvard in 1913. He entered publishing with Holt, did the editorial work of revising the Young Folk's Cyclopedia and succeeded Alfred Harcourt as director of Holt's trade department.

In 1924 he joined with Scofield Thayer, then owner and editor of the *Dial Magazine*, in founding The Dial Press of which he has since been president. The business will be directed, in Mr. MacVeagh's absence, by Grenville Vernon in editorial work and Edward J. Vass, sales.

Under President Coolidge, Mr. MacVeagh's father, Charles MacVeagh, was Ambassador to Japan; under President Taft his uncle, Franklin MacVeagh, was Secretary of the Treasury, and his grandfather, Wayne MacVeagh, was Attorney General under Garfield and Ambassador to Italy.

Other publishers, as Walter Hines Page and Robert Underwood Johnson, have served in foreign offices with distinction.

### Brentano Transfer Completed

ON MONDAY Referee Peter Olney and the receivers in the Brentano bankruptcy case issued orders for the transfer of the property to A. Kroch and his New York associate, Stanton Griffith. The Manufacturers Trust Co., which made an objection to the award, had until Friday the 16th to file papers if it chose to do so. There seems little likelihood of this being done. This bank and the Chase National, which holds \$230,000 of subordinated publishers notes, have offered a compromise to the publishers involved in this questioned transaction of 25% of what they receive on the notes.

Mr. Kroch is proceeding steadily with his new plans. The Chicago store will be run under the Brentano name at the same location as it is now, giving Mr. Kroch two stores at strategic locations. Some of the branches will be closed, but final decisions await careful examination of the figures.

### Liveright Trustee Being Appointed

FINAL ADJUDGMENT in bankruptcy for Liveright's was ordered by the court on June 12th. The petition, filed a month earlier, had not been pressed to receivership because of the objection of Edwin Sloat, representing small creditors who demanded jury trial of the case. The objection was dropped when the judge ruled that the objector should pay costs of a trial.

A meeting of the creditors will be held at once to appoint a trustee to liquidate the business. All income for the past month's sales has been held for the benefit of creditors including the sale of the plates and rights to "Miss Lonelyhearts" by Nathanael West, which got away to a brisk start in March.

### Four Years for Book Theft

HARRY GOLD, bookseller of 97 Fourth Avenue, was given a sentence of from two to four years for receiving and offering for sale Poe's "Al Aaraaf" which had been stolen from the New York Public Library two years ago. The judge did not give the maximum sentence. It could have been five years, but the jury had recommended mercy on account of it being a first offense.

JUNE 17, 1933

1957

## Book Theft

THE CHAUCER HEAD BOOK SHOP has reported the loss, by theft, of the following two items from their stock:

"Utopia" by Thomas More, Kelmscott Press, original white vellum binding, silk tie, a clean copy without any particularly distinguishing marks.

"Two Years Before the Mast" by Richard Henry Dana, N. Y., Harper, 1840, original grey cloth binding, 2nd issue with lists of 121 titles. Worn.

Any one who is offered either of these two items should communicate with H. A. Levinson, the Chaucer Head Book Shop, 32 West 47th Street, New York City.

## Books in the Forest Camps

THE FOREST CAMP BUREAU, recently organized under the War Department, includes library service in its program, and the Bureau has under way the buying of books for this purpose. General Douglas McArthur, Chief of Staff of Welfare Activities of the War Department, planned the rules for all the camps. The libraries will follow the line of others maintained by the War Department. Purchases will be made through an appropriation of the Quartermaster General.

When a "company" has been established in its camp, corps commanders will notify the Adjutant General, who will arrange for the libraries to be shipped.

The books will be in two groups, those belonging to the permanent library and those belonging to the traveling library. Permanent libraries will be the same for each camp. The traveling libraries will be arranged in sets of nine libraries each, to be shipped from one camp to another. The libraries are expected to be ready for shipment by the 15th.

Headquarters circular Number 5 asks for suggestions for additional books to be purchased. The same bulletin suggests that arrangements should be made to utilize books available in local and state libraries. No money for library services will be expended by the corps commanders until the men have reached their permanent camp, and no more than \$117 will be expended for each camp for six months for the materials used for athletics, library service and education. There are to be in all, 1,450 camps. If each receives 150 books as originally planned, there will be a total of about 225,000 books.

## Stanford Man Accused

CHARGED WITH THE MURDER of his wife, Ailene, who was found dead in their home in San José, California, David A. Lamson, business manager of the Stanford University Press, is being defended by his friends.

## Sales Tax

IN A FURTHER INTERPRETATION of the New York State sales tax, the Department of Taxation and Finance states that the sale of books to a college not supported by the government to be placed in its library for the use and benefit of its students is a taxable sale, as is the sale by a similar educational institution of scientific instruments of books to students for their use, even though such a sale may be made at cost.

## Downes Sues Culbertson

E. HALL DOWNES, bridge teacher, and author and publisher of several bridge books that have attained best sellerdom, has filed suit against Ely Culbertson, alleging unfair competition, and in addition has filed a motion with the New York County Supreme Court asking for an injunction, pending the outcome of his suit, to prevent Mr. Culbertson and the Bridge World from further distribution of advertising which Mr. Downes claims tends to discredit his "Contract Bridge Self-Teacher."

Mr. Downes claims that the Bridge World publication of "Culbertson's Own Contract Bridge Self-Teacher" was unfair competition in that its form and contents were so similar to the Downes book. He complains that the Culbertson book copies size, exact number of pages, lesson and problem idea with answers in the back and the "Self-Teacher" title. The motion for an injunction is brought specifically because of the use of the word "authorized" in connection with the Culbertson book. Mr. Downes objects to this because he feels that he may lawfully publish a book teaching the Culbertson system without any "authorization."

Ely Culbertson has previously announced that he contemplated bringing suit against E. Hall Downes for his use of the term "Culbertson system" in his "Contract Bridge Self-Teacher," as related in *Publishers' Weekly* of May 27th.

## New Cooperative Publishing Venture

A COOPERATIVE VENTURE, The Arrow Editions, at 444 Madison Avenue, New York, has sent out its first books, two bound volumes and two illustrated brochures. The plan as announced is to make desirable books of modern interest with a happy combination of illustration and typography and at moderate prices. The first volume printed of 500 copies is George Ade's "Thirty Fables in Slang" reprinted from the first volume of 1899. Peggy Bacon has made the illustrations. The volume is a square 12mo with buckram binding, green lining papers and green stamping. The price is \$3.50.

Marx and Engels' "Manifesto of the Communist Party" has been made in an edition of 500 copies, rubricated title-page, red and white binding with bold modern type selected as appropriate to the subject, priced at \$2.

Besides these there are two brochures at 25c each, one by Genevieve Taggard, "Remembering Vaughan in New England" with two illustrations by Lankes and "End of Farce" by James Rorty, illustrated by Harold Von Schmidt.

The Arrow Editions follow the Equinox Cooperative Press into the field of cooperative publishing. The sponsors are Ernestine Evans, Florence Codman, Walter Goodwin, Tom Hibben and Walter Charak.



*Members of the Hop Light Ladies pictured right after the opening of their second hand book mart on the sidewalk at Madison Square. The attractive blue stand matching the blue dresses and hats with black trimming, which constitute the costume. Business started with a rush immediately after the book mart was rolled to its place. The next two book marts will be located at Washington Square and Bryant Park*

### Outdoor Bookstall Clicks

AFTER EXPERIMENTING WITH one outdoor bookstall (the first of its kind in New York, see *Publishers' Weekly*, May 6th) Barnes & Noble of 105 Fifth Avenue have installed a second immediately adjoining. Like the first stall, it is made up of three spacious bins, three hundred books each. Both stands have a capacity of about eighteen hundred books.

The first stall was opened a few weeks ago, as an experiment, on the theory that books, easily seen, are always a tempting commodity. The experiment was a success.

Stock has been sold which might ordinarily be piling up in corners gathering dust, and customers who begin by using the outdoor stall learn to patronize the store itself. Many are made book-conscious by the mere sight of books.

### Radio Backs Citizens' Councils

THE CITIZENS' COUNCILS, which are being organized to give national support to constructive economy, are giving backing to their program by a national series of broadcasts on Tuesday evenings from 7:15 to 7:45, Eastern Daylight Saving Time, June 20th through September 26th. Among the speakers will be the Governors of Massachusetts, Maryland, Michigan and Virginia, the Chairman of the Federal Farm Board of the United States Civil Service Commission, the Director of the American Library Association, and many others.

This Citizens' Councils program is one in which the booktrade has keen interest, as it means backing and support for the cultural programs of our cities.

## New Joint Board Suggested

AT THE CONVENTION at Amherst recently of the American Association for Adult Education, Harry M. Lydenberg, Assistant Director of the New York Public Library and President of the American Library Association, suggested anew the possibilities that might lie in a continuing series of contacts between a group like the American Association and the publishers.

"There is a Joint Board of Publishers and Booksellers," said Mr. Lydenberg, "but I have yet to hear of a joint board of publishers and of book users of the type represented by librarians and the members of this Association. Here, at the publishers' command, are sane, thoughtful, sincere comments and suggestions on the reasons for success or failure of books now in the market."

Only last month Mr. Lydenberg and other librarians have been meeting in conference with the Library Committee of the National Association of Book Publishers. Last year a publisher, Herbert F. Jenkins, was speaker at the A. L. A. Convention, this week J. W. Lippincott spoke at the New York State Library meeting. Such contacts for mutual advantage might well be extended, with augmented value, to the wide interests represented in the Adult Education movement.

## Upturn Seen in Department Store Sales

FOR THE FIRST TIME in many months figures on the value of department store sales show a decrease from March to April of less than the estimated seasonal amount. The Federal Reserve Board's index, which makes allowance for the number of business days and for usual seasonal changes was 68 in April on the basis of the 1923-1925 average as 100, compared with 55 in March and 60 in February. Over the entire country the value of sales was 9% less than for April, 1932. Previous reports have usually shown a decrease of from 15% to 25%. The Atlanta and Chicago Districts showed the greatest decrease this month, with 13% each, while Dallas, Texas, showed a decrease of only 1% over April, 1932.

## Scholarly Publishing

IN THE EXTENSIVE SURVEY of its facilities that has just been made by the University of Chicago a paper on "Publishing the Research of the Faculty" has been provided by Donald P. Bean, Manager of the Publication Department of the University of Chicago Press. The chapter deserves careful study by the many publishers who are reevaluating their relationship to scholarly publishing at a time when the public is developing a new interest in serious reading. The paper has many suggestions to the scholar who has usually little knowledge of what the different functions of publishers really are.

The University of Chicago Press was founded forty years ago when the University was first organized, and has an important group of scholarly magazines as well as its book activities. Twenty years ago the Press had thirty books, and today it has well over a hundred. The sale of these books has in the meantime grown from \$30,000 to \$342,000. Starting with little or no capital the University appropriations in the early years had to provide the funds. By the end of twenty years, however, the printing department and the bookstore, which are under the same control, had grown to a point at which the surplus from these activities was sufficient to reduce materially the outlay required, and now the combined surplus of printing and bookselling is sufficient to cover the subsidy required for University periodicals and later to cover the outlay for the composition of new books.

The Press has taken an active interest in the general problems of cooperative distribution of literature, and on that theory has been an active member of the National Association of Book Publishers, interesting itself in early meetings of university presses and in the founding of the educational directory, a cooperative enterprise.

## New Series of Posters

An English railroad has issued a colorful series of posters under the general topic of "The Booklovers' Britain." Coxwold is connected with a scene from "Tristram Shandy," the Trossachs with "Rob Roy," Yarmouth with "David Copperfield," etc. If some American touring interest would pick up this idea, the posters would find welcome in the displays of bookshops.

# P. W. Market News

## *One Month from Now—A Forecast*

STRANGER'S RETURN, by Phil Stong. *Harcourt, Brace*, \$2.

MYSTERY OF THE DEAD POLICE, by Philip MacDonald. *Doubleday, Doran*, \$2.

THE SIGNATURE OF VENUS, by Diana Patrick. *Dutton*, \$2.

TRY THE SKY, by Francis Stuart. *Macmillan*, \$2.

DARK HAZARD, by W. R. Burnett. *Harper*, \$2.50.

KRAAL BABY, by Cynthia Stockley. *Doubleday, Doran*, \$2.

ENCHANTED GROUND, by Temple Bailey. *Penn*, \$2.

THE OTHER BROTHER, by Therese Benson. *Dodd, Mead*, \$2.

July 6. A novel with a similar setting to his "State Fair." Note change of publisher. H. B. promises a \$5000 advertising campaign, to start.

July 17. This author usually comes through with a good one. His new story was a selection of the English Crime Club.

July 18. A romance by an author who knows how to grip her women readers.

July 18. The semi-mystical love story of an Irishman and an Austrian girl. By the author of "Pigeon Irish."

July 19. The story of a gambler's wife, by the author of "The Giant Swing," "Little Caesar," etc.

July 19. A romance laid in a Kaffir village and in Paris. Note change of publisher.

July 21. Temple Bailey's books are always big best sellers, and her new one has the additional timely feature of a battle of love vs. the depression. Ran in *Cosmopolitan*.

July 21. A new one by a writer popular with the ladies.

## *Out This Week*

THE ARCHES OF THE YEARS, by Halliday Sutherland. *Morrow*, \$2.75.

ASK A POLICEMAN. *Morrow*, \$2.

BLACK MOON, by Clements Ripley. *Harcourt, Brace*, \$2.

THE BROKEN O, by Carolyn Wells. *Lippincott*, \$2.

FAÇADE, by Theodora Benson. *Morrow*, \$2.50.

THE FORBIDDEN TERRITORY, by Dennis Wheatley. *Dutton*, \$2.

HENRY P. DAVISON, by Thomas W. Lamont. *Harper*, \$3.50.

MANDARIN IN MANHATTAN, by Christopher Morley. *Doubleday, Doran*, \$2.

THE PRODIGAL DUKE, by Richard Hoffman. *Farrar & Rinehart*, \$2.

STRANGE UNDERSTANDING, by Harriet T. Comstock. *Doubleday, Doran*, \$2.

TOUCH US GENTLY, by Harriet Henry. *Morrow*, \$2.

VENETIAN BLINDS, by Ethel Mannin. *Knopf*, \$2.50.

The lively autobiography of an English doctor.

Six notable English detective story writers have evolved a puzzle for the true crime connoisseurs.

A real thriller—a young American rescues the girl he loves from a Caribbean island full of voodoo. Perilla was fatal to the men who loved her. Fleming Stone finds out why.

A very interesting and entertaining novel of modern English life.

A new rival to Oppenheim—two men seek an American imprisoned in the "forbidden territory" of Soviet Russia. Plenty of excitement and romance.

A biography of a former partner in J. P. Morgan & Co. by another member of the firm.

More "Translations from the Chinese."

Romantic and exciting adventure in New York and a Balkan kingdom.

The story of 28-year-old Larry McNeil who had two children to bring up.

Constance Bennett has played in the movie versions of Miss Henry's previous books. We recommend Katharine Hepburn for this one.

A long and interesting novel about a lower class London family, covering a decade in the life of the boy, the central character.

JUNE 17, 1933

1961

# P. W. Market News

## *Current Best Sellers*

- ZEST, by Charles G. Norris. *Doubleday, Doran*, \$2. Third printing. Heads the latest best seller lists of the American News Co. and McClurg's.
- AS THE EARTH TURNS, by Gladys Hasty Carroll. *Macmillan*, \$2.50. Leading for last week in Washington and Chicago, according to the *Times* reports.
- THE ALBUM, by Mary Roberts Rinehart. *Farrar & Rinehart*, \$2. The best fiction seller at all the Brentano stores last week.
- LITTLE MAN, WHAT NOW?, by Hans Fallada. *Simon & Schuster*, \$2.50. New York's current best seller, and third in Washington and Chicago.
- GRAND CANARY, by A. J. Cronin. *Little, Brown*, \$2.50. Third printing. Second at the American News.
- MARIE ANTOINETTE, by Stefan Zweig. *Viking Press*, \$3.50. A current best seller in New York, Philadelphia, Chicago, St. Louis, and New Orleans.
- LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey House*, \$1.50. Eighth printing. The non-fiction leader at five Philadelphia stores, and the topper at McClurg's.
- BRITISH AGENT, by R. H. Bruce Lockhart. *Putnam*, \$2.75. Eleven stores reported it first in non-fiction on their May best seller lists sent to us. Leslie Howard will play the lead in the forthcoming movie.
- THE HOUSE OF EXILE, by Nora Waln. *Little, Brown*, \$3. 17th thousand. First at ten stores reporting to us for May.
- LOOKING FORWARD, by Franklin D. Roosevelt. *John Day*, \$2.50. The leader last week at Atlanta stores.

## *Other Bookstore Favorites*

- GREEN DOORS, by Ethel C. Eliot. *Little, Brown*, \$2. Second only to "Zest" at New Orleans stores last week.
- WHITE COLLAR GIRL, by Faith Baldwin. *Farrar & Rinehart*, \$2. An American News best seller.
- LONG LOST FATHER, by G. B. Stern. *Knopf*, \$2. A McClurg best seller.
- THE AMERICAN GUN MYSTERY, by Ellery Queen. *Stokes*, \$2. Fourth printing.
- THE JUDAS TREE, by Neil H. Swanson. *Putnam*, \$2.50. Second printing. A best seller at the Brentano stores.
- JULIA NEWBERRY'S DIARY. *Norton*, \$2.50. Third printing. Third in non-fiction at three Washington stores, and a Brentano best seller.
- THE INDUSTRIAL DISCIPLINE, by Rexford G. Tugwell. *Columbia University Press*, \$2.50. Third printing.
- RED VIRTUE, by Ella Winter. *Harcourt, Brace*, \$3. Has been the non-fiction leader at San Francisco stores for several weeks.
- TSCHIFFELY'S RIDE. *Simon & Schuster*, \$3. Second at six San Francisco stores.
- A CENTURY OF PROGRESS, ed. by Charles A. Beard. *Harper*, \$3. An immediate best seller in Illinois.

## Forthcoming Reprints

### FICTION

*August 14th*

ABOVE THE DARK TUMULT, by Hugh Walpole.  
*Star, \$1.*

*August 15th*

FROM DOUBLE EAGLE TO RED FLAG, by P. N.  
Krassnoff. *Blue Ribbon, \$1.*

*August 18th*

SANDOVAL, by Thomas Beer. *Knopf, \$1.*

THE ROAD TO HEAVEN, by Thomas Beer.  
*Knopf, \$1.*

EARLY SORROW, by Thomas Mann. *Knopf, \$1.*

MARIO AND THE MAGICIAN, by Thomas Mann.  
*Knopf, \$1.*

A MAN AND HIS DOG, by Thomas Mann.  
*Knopf, \$1.*

### NON-FICTION

*August 14th*

BY WAY OF CAPE HORN, by Alan Villiers. *Star,  
\$1.*

THE DOCTOR LOOKS AT LIFE AND DEATH, by  
Joseph Collins. *Star, \$1.*

REAL DOGS, by Charles Gray. *Star, \$1.*

*August 15th*

ELIZABETH AND ESSEX, by Lytton Strachey.  
*Blue Ribbon, \$1.*

GROWING INTO LIFE, by David Seabury. *Blue  
Ribbon, \$1.*

## Book Club Selections

### LITERARY GUILD

July—"Pull Devil—Pull Baker" by Stella  
Benson. *Harper.*

### BOOK-OF-THE-MONTH CLUB

July—"Anthony Adverse" by Hervey Allen.  
*Farrar & Rinehart.*

### SCIENTIFIC BOOK CLUB

June—"The Ape and the Child" by S. N.  
and L. A. Kellogg. *McGraw-Hill.*

### RELIGIOUS BOOK CLUB

June—"Christian Jewish Tragedy" by Dr.  
C. H. Moehlman. *Printing House of Leo  
Hart.*

### CATHOLIC BOOK CLUB

June—"Catholic Inquiries into Religion and  
Culture" by Christopher Dawson. *Sheed  
& Ward.*

## Notice to Control Card Users

CHANGES in the following Doubleday, Doran books: "Angels and Amazons" by Inez Haynes Irwin has been postponed from June 7th to June 23rd; "The Story of Childbirth" by Findley from June 21st to Sept. 20th; "All Men Are Enemies" by Richard Aldington from July 5th to July 26th; "The Progress of Julius" by Daphne du Maurier from July 19th to Aug. 9th. The publication dates of "The Transatlantic Ghost" by Dorothy Gardiner and "Mystery of the Dead Police" by Philip MacDonald have been brought up from July 19th to July 17th.

### Obituary Note

#### HENRY C. ROWLAND

DR. HENRY COTTRELL ROWLAND, author of numerous novels of adventure, died at the age of 59 in Washington on June 5th. Dr. Rowland was widely travelled and made use of the material gathered on his journeys in his many books. His first novels were "Sea Scamps," "To Windward," and "The Wanderers." Following his service in the World War, during which time his war dispatches were printed in *Collier's Weekly*. Perhaps the most popular of his books were a trilogy of crime novels which included "Duds," "Mile High," and "The Peddler."

### CHARLES A. MONTGOMERY

CHARLES A. MONTGOMERY of Brooklyn, one of the oldest members of the New York Booksellers League, died on June 10th of heart disease. Mr. Montgomery gave almost a life-time to research into the authorship of Shakespeare's plays, and made many efforts to have the tomb at Stratford opened. He perfected a perpetual calendar that attracted considerable attention.

### WINCHELL SMITH

WINCHELL SMITH, dramatist, died on June 10th at his home in Farmington, Conn., at the age of 62. He is said to have made \$3,000,000 on his plays which included "Lightnin'" which he wrote with Frank Bacon and which ran for 3 years. Other successes were "Turn to the Right," "Officer 666," "The Boomerang," and "The Fortune Hunter." He also made a very successful dramatization of George Barr McCutcheon's "Brewster's Millions." He was the uncle of Harrison Smith, head of Smith and Haas.

# The Weekly Record

*Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

Ar: Fine Arts  
Bi: Biography  
Bu: Business

Dr: Drama  
Ec: Economics  
Fi: Fiction

Hi: History  
Ju: Juveniles  
Mu: Music

Po: Poetry  
Re: Religion  
Sc: Science

Sp: Sports  
Tr: Travel

**Ade, George**

Thirty fables in slang; il. by Peggy Bacon [lim. ed.]. 216p. O [c. '99-'33] N. Y., Arrow Editions, 444 Madison Ave.

buck., 3.50

**Alarcón, Pedro Antonio de**

El capitán Veneno; ed. by Hymen Alpern and José Martel. 211p. il. D (American-Spanish ser.) [c. '33] Richmond, Va., Johnson Pub. Co. .84

**Alexander, Russell George, ed.**

A plain plantain; country wines, dishes, and herbal cures, from a seventeenth century household M.S. receipt book. 105p. (4p. bibl.) S ['33] [Bost., Bruce Humphries] pap., 2.00

**Almedingen, E. M.**

From Rome to Canterbury. 8op. O '33 Milwaukee, Morehouse .70; pap., .35

**Andreades, A. M.**

\* Ec A history of Greek public finance; v. 1; tr. by Carroll Neide Brown. 432p. O '33 Cambridge, Mass., Harvard 6.00

**Attenborough, Gladys Mary [Mrs. Percy Linaker]**

Fi The little virgin. 312p. D '33, c. '32 N. Y., Stokes 2.00

A love story in an English setting.

**Baker, Willard F.**

Ju Bob Dexter and the radio mystery, or, The secret of the counterfeiters. 211p. front. D (Bob Dexter mystery ser. no. 7) [c. '33] N. Y., Cupples & Leon .50

**Bandini, Ralph**

Sp Tight lines; lim. ed. [fishing]. 239p. il. O '33 Palos Verdes Estates, Cal., Tight Lines Publishers, Box 246 lea., 10.00

**Bartley, Nalbro Isadorah [Mrs. Martin Clark]**

Fi Breathless. 314p. D [c. '33] N. Y., Farrar & Rinehart 2.00

The romance of Rondy Tilton, pretty, young probationer in a hospital.

**Benson, Theodora**

Fi Façade. 313p. D c. N. Y., Morrow 2.50 A story of the love, faithful and unfaithful, of a young Englishman, Tony Hardwick, for Sylvia Cantor and Philippa Birch.

**Berkeley, Anthony, pseud. [Anthony Berkeley Cox], and others**

Fi Ask a policeman. 313p. front. (diagr.) D c. N. Y., Morrow 2.00

A composite detective story written by six well-known English writers each of whom takes a turn at the solution of the same murder case.

**Blunden, Edmund Charles**

Bi Charles Lamb and his contemporaries. 224p. D '33 N. Y., Macmillan 2.00 This biographical and critical study of Charles Lamb was presented originally as the Clark Lectures at Trinity College, Cambridge University, in 1932.

**Bogardus, Emory Stephen, ed.**

Sc Social problems and social processes. 166p. (bibl. footnotes) diagrs. D (Univ. of Chic. sociological ser.) [c. '33] Chic., Univ. of Chic. Press pap., 1.50 Selected papers from the proceedings of the American Sociological Society, 1932.

**Bogert, L. Jean**

Sc Chemical laboratory manual; 2nd ed., rev. 142p. il. '33 Phil., Saunders 1.50

**Bonine, Joel Carter**

Ec Modern money. 132p. D [c. '33] Bost., Stratford 1.50 An essay on the foundation on which the nation's fund of cash and bank credits rests at present.

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\* indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

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|---|------|--|--|
| <b>Broughton, Leslie Nathan, ed.</b>  |      |  |  |
| Wordsworth and Reed; the poet's correspondence with his American editor: 1836-1850, and Henry Reed's account of his reception at Rydal Mount, London, and elsewhere in 1854. 306p. il. O (Cornell studies in English, v. 21) '33 Ithaca, N. Y., Cornell Univ. Press | 3.00 |  |  |
| <b>Browning, Robert</b>   | Po   |  |  |
| Selections from Browning; ed. by Robert Morss Lovett [3rd ed.]. 271p. (bibl.) front (por.) S (Standard English classics) [c. '33] Bost., Ginn .56   |      |  |  |
| <b>Burton, Brigadier-General Reginald George</b>  |      |  |  |
| The book of the tiger; with a chapter on the lion in India. 287p. (bibl.) il. O '33 Bost., Houghton   | 4.00 |  |  |
| Information on the habits and nature of the tiger, with stories of the author's experiences in tiger-hunting.   |      |  |  |
| <b>Butler, Willis Howard, D.D.</b>  | Re   |  |  |
| The reality of things unseen, and other sermons. 178p. front. (por.) D c. [Hartford, Conn., L. Belle Gorton, 1 Huntington St.] 1.50   |      |  |  |
| A memorial volume in honor of the late Willis Howard Butler, pastor of the Asylum Hill Congregational Church of Hartford, which includes seventeen of his sermons, a biographical sketch and a tribute.   |      |  |  |
| <b>Carleton, Rev. George D.</b>   | Re   |  |  |
| The spirit of discipleship. 176p. O '33 Milwaukee, Morehouse 1.05; pap., .70  |      |  |  |
| <b>Carr, Edward Hallett</b>   | Bi   |  |  |
| The romantic exiles; a nineteenth-century portrait gallery. 391p. (3p. bibl.) front. (por.) D '33 N. Y., Stokes 2.75  |      |  |  |
| The story of a remarkable group of men and women, revolutionary forerunners, who left Germany, Russia and eastern Europe during the '40's and '50's for Paris, London, the Riviera and elsewhere.   |      |  |  |
| <b>Clague, Ewan and Powell, Webster</b>   |      |  |  |
| Ten thousand out of work. 205p. (bibl. footnotes) diagrs. O (Industrial Research Dept., research studies 22) c. Phil., Univ. of Pa. Press 2.00  |      |  |  |
| A case study of a representative group of unemployed workers and their families.  |      |  |  |
| <b>Comstock, Mrs. Harriet Theresa Smith</b>   | Fi   |  |  |
| Strange understanding. 310 p. D c. Garden City, N. Y., Doubleday 2.00   |      |  |  |
| A romantic story about Larry McNeil who found himself at twenty-eight entrusted with a sixteen-year-old ward, Tony Travers, and his own small daughter whom he had never seen.  |      |  |  |
| <b>Cox, George James</b>  | Ar   |  |  |
| Art and "the life"; a book on the human figure, its drawing and design. 201p. il., diagrs. Q c. Garden City, N. Y., Doubleday 5.00  |      |  |  |
| For art students and others interested in the human figure by the author of "Art for Amateurs and Students."  |      |  |  |
| <b>Bewley, L. V.</b>  |      |  |  |
| Traveling waves on transmission systems. 334p. (bibl.) O '33 N. Y., Wiley 4.50  |      |  |  |
| <b>Cary, Richard L.</b>   |      |  |  |
| Germany and the World Economic Conference. 13p. O (Economics ser. presentation no. 25) '33 [Chic.] Univ. of Chic. Press pap., .15   |      |  |  |
| <b>Chalmers, Henry and Morley, Felix</b>  |      |  |  |
| Trade barriers and the World Economic Conference. 15p. O (Economics ser. presentation no. 26) '33 [Chic.] Univ. of Chic. Press pap., .15  |      |  |  |
| <b>Charlton, D. E. A. and others</b>  |      |  |  |
| Changing trends in packaging. 56p. O (Consumer marketing ser. 13) c. '33 N. Y., Amer. Management Ass'n pap., 1.00   |      |  |  |
| <b>Crabites, Pierre</b>   | Bi   |  |  |
| Gordon; the Sudan and slavery. 344p. (bibl. footnotes) front. (por.) O '33 [N. Y., Dutton] 3.75   |      |  |  |
| An appreciative biography of Charles George Gordon, a great English general of the 19th century who has often been harshly criticized.  |      |  |  |
| <b>Daly, Reginald Aldworth</b>  | Sc   |  |  |
| Igneous rocks and the depths of the earth; containing some revised chapters of "Igneous Rocks and Their Origin" (1914). 614p. (bibl. footnotes) il., maps, diagrs. O '33, c. '14, '33 N. Y., McGraw-Hill 5.00   |      |  |  |
| <b>Dennett, Alexander</b>   |      |  |  |
| Lex, the cross word code. 286p. D [c. '33] Kittery, Me., Lexicode Co. lea. cl., 1.50  |      |  |  |
| Containing 6000 unusual words and definitions selected from those used in cross word puzzles, classified by subjects and grouped according to number of letters.  |      |  |  |
| <b>Dunlap, H.</b>   |      |  |  |
| Facts and figures about the crisis. 144p. O '33 N. Y., G. E. Stechert 1.50  |      |  |  |
| <b>Eberlein, Harold Donaldson and Tarpley, Donald Greene</b>  |      |  |  |
| Remodelling and adapting the small house. 163p. il., diagrs. Q (Lippincott's home-maker ser.) c. Phil., Lippincott 3.50   |      |  |  |
| Practical suggestions for the owner, or prospective owner, of the small house who is perplexed by the problems which arise in remodelling.  |      |  |  |
| <b>Emerson, Alice B.</b>  | Ju   |  |  |
| Ruth Fielding and her greatest triumph, or, Saving her company from disaster. 202p. front. D (Ruth Fielding ser. no. 29) [c. '33] N. Y., Cupples & Leon .50   |      |  |  |
| <b>Garis, Howard Roger</b>  | Ju   |  |  |
| Buddy on Floating Island, or, A boy's wonderful secret. 210p. front. D (Buddy b'ks no. 9) [c. '33] N. Y., Cupples & Leon .50  |      |  |  |
| <b>Gates, Henry Leyford</b>   | Fi   |  |  |
| Apartment hotel. 254p. D [c. '33] N. Y., Macaulay 2.00  |      |  |  |
| Janet Newbold, a telephone operator in a fashionable New York apartment hotel becomes personally involved in a series of dramatic events, in love affairs and intrigues, from the secrets that come to her over the wires.  |      |  |  |
| <b>Gillespie, James Edward</b>  | Hi   |  |  |
| A history of geographical discovery 1400-1800. 119p. (3p. bibl.) D (Berkshire studies in European hist.) [c. '33] N. Y., Holt 1.00  |      |  |  |
| By a professor of modern European history in Pennsylvania State College.  |      |  |  |
| <b>Clausen, Curtis P.</b>   |      |  |  |
| The citrus insects of tropical Asia. 35p. (bibl.) O (U. S. Dept. of Agri. circular no. 266) '33 Wasn., D. C. [Gov't Pr. Off.; Sup't of Doc.] pap., .05  |      |  |  |
| <b>Davis, Loyal Edward, M.D.</b>  |      |  |  |
| Intracranial tumors Roentgenologically considered. 295p. (bibl.) il. (col. front.), diagrs. Q (Annals of Roentgenology, v. 14) '33 N. Y., P. B. Hoeber 10.00  |      |  |  |
| <b>Dilworth-Harrison, Rev. T.</b>   |      |  |  |
| The Catholic faith and this generation. 158p. (bibl.) S '33 Milwaukee, Morehouse pap., .70  |      |  |  |
| <b>Edwards, Alice L. and others</b>   |      |  |  |
| How may the manufacturers' marketing policies be improved? 36p. O (Consumer marketing ser. 12) c. '33 N. Y., Amer. Management Ass'n pap., 1.00  |      |  |  |

- Glasgow, Ellen** **Fi**  
Barren ground. 536p. D (Old Dominion ed.) '33  
Garden City, N. Y., Doubleday 2.50
- Fi**  
The miller of Old Church. 416p. D (Old Dominion ed.) '33 Garden City, N. Y., Doubleday 2.50
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The romantic comedians. 328p. D (Old Dominion ed.) '33 Garden City, N. Y., Doubleday 2.50
- Fi**  
The voice of the people. 392p. D (Old Dominion ed.) '33 Garden City, N. Y., Doubleday 2.50
- Gordon, Ernest**  
The dry fight in Europe [prohibition]. 246p. O '33 Wash., D. C., Washington Coll. Press, Takoma Park 1.00; pap., .50
- Grand, Gordon** **Sp**  
Colonel Weatherford and his friends. 256p. il. O '33 N. Y., Derrydale Press bds., 7.50
- Greenman, Allen Thayer**  
Making efficient citizens. 148p. D [c. '33] Bost., Christopher 2.00  
An educator discusses the ways in which the school can promote good and efficient citizenship.
- Grove, Harriet Pyne** **Ju**  
The adventurous Allens' treasure hunt. 256p. front. D (Adventurous Allens ser.) [c. '33] N. Y., Burt .50
- Hafen, Le Roy R.** **Hi**  
Colorado, the story of a western commonwealth. 328p. (bibls.) il., map O '33 Denver, Col., Peerless Pub. Co. 4.00
- Hart, William Le Roy**  
Plane trigonometry. 334p. diagrs. O [c. '33] Bost., Heath 2.00  
This textbook includes logarithmic and trigonometric tables.
- Hedges, Sidney G.** **Sp**  
Games for small lawns. 144p. il., diagrs. D '33 Phil., Lippincott 1.25  
Directions for playing more than seventy outdoor games which are suitable for small lawns.
- Henry, Harriet** **Fi**  
Touch us gently. 307p. D c. N. Y., Morrow 2.00  
A tense situation arises when Ivor, Claire's husband who is ten years younger than she, falls in love with Kit Martin, Claire's young step-daughter.
- Herzog, Dorothy** **Fi**  
Intimate strangers. 320p. D [c. '33] N. Y., Macaulay 2.00  
Nacia Connors, a self-reliant modern girl, gives up a successful stage career for business, and encounters some problems in love.
- Grange, William J. and others**  
Wills, executors and trustees; a practical work on the law, accounting and taxation of estates and trusts, including the bank and trust company as a fiduciary. 875p. O '33 N. Y., Ronald Press 7.50
- Greene, Arthur M., jr.**  
Elements of power generation. 314p. O '33 N. Y., Wiley 3.25
- Hardy, Marjorie**  
Sally and Billy in spring [primer]. 48p. il. (col.) S [c. '33] [Chic., Wheeler Pub. Co.] pap., .20  
Sally and Billy in winter [primer]. 48p. il. (col.) S [c. '33] [Chic., Wheeler Pub. Co.] pap., .20
- Heller Committee for Research in Social Economics and Panunzio, Constantine**  
How Mexicans earn and live; a study of the incomes and expenditures of one hundred Mexican families in San Diego, California. 122n. (bibl. footnotes) O (Cost of living studies, 5, Univ. of Cal. pub'n in economics, v. 13, no. 1) '33 Berkeley, Cal., Univ. of Cal. Press pap., 1.20
- Herring, Elizabeth B.**  
A program book for young women in small communities. 29p. (bibl. footnotes) diagrs. Q c. N. Y., Womans Press pap., .50
- Indian leaflet series;** v. 1; ed. by Frederic H. Douglas and Jean Allard Jeangon. no p. il., maps O [c. '33] Denver, Col., Denver Art Mus., 1300 Logan St. pap., apply
- Johnston, Malcolm Sanders**  
The moving of the mountain; a chronicle of prophecy [poem]. 32p. nar. S [c. '33] [Geneva, N. Y., Author, 710 Main St.] pap., .25

- Johnson, George M.** Fi  
Spyglass Range. 248p. D [c. '33] N. Y., Clode 2.00  
A tale of the cattle country.
- Kellogg, W. N. and Kellogg, L. A.** Fi  
The ape and the child; a study of environmental influence upon early behavior. 355p. (6p. bibl.) il., diagrs. O c. N. Y., Whittlesey House, McGraw-Hill 3.00  
An account of a unique experiment in animal and child psychology. The authors brought a nine-months old chimpanzee into their home and raised it with their own infant son. This study shows the development of the intelligence of the ape and the child during a period of ten months.
- Klein, Henry H.** Fi  
Politics, government and the public utilities in New York City. 195p. D [c. '33] [N. Y., Author, c/o Isaac Goldman Co., 80 Lafayette St.] 1.50  
A collection of the articles, letters and leaflets written by the author between 1914 and 1932, showing the evil influences exerted by privately owned public utilities corporations on politics and government.
- Kwanami** ★ Dr  
Matsukaze; a Japanese Nō play; tr. by Dan Frank Waugh [lim., numbered ed.]. 35p. O c. N. Y. [Dorothy Waugh, 108 W. 85th St.] bds., priv. pr.  
An ancient play, which was printed and bound by four members of a printing class at the Stratford Press.
- Lamont, Thomas W.** Bi  
Henry P. Davison; the record of a useful life. 395p. il., map O c. N. Y., Harper 3.50  
This biography of the late Henry P. Davison, banker and partner in J. P. Morgan & Company, written by his friend and partner, throws light on America's financial and industrial development in the decade prior to the War and in the War period.
- Lavell, Mrs. Edith** Ju  
Linda Carlton's Hollywood flight. 256p. front. D (Linda Carlton ser.) [c. '33] N. Y., Burt 50  
Linda Carlton's Hollywood flight.
- Lee, Ella Dolbear** Ju  
Jean Mary solves the mystery. 256p. front. D (Jean Mary ser.) [c. '33] N. Y., Burt 50  
Jean Mary solves the mystery.
- Lehman, Paul Evan** Fi  
Idaho. 285p. D [c. '33] N. Y., Macaulay 2.00  
A western tale in which a cool fighter calling himself Idaho comes back to the cattle country where he was raised and tries to settle a feud in which his own loyalties are divided.
- Limebeer, Ena** Fi  
The Dove and Roebuck. 194p. D [c. '33] N. Y., Dutton 2.00  
A story of an English village and its famous inn, "The Dove and Roebuck," and of Lou Burton, an unconventional, passionate and beautiful woman.
- Krusen, Frank Hammond, M.D.**  
Light therapy. 206p. (bibl.) il., diagr. O '33 N. Y., P. B. Hoeber 3.50
- Levinson, Abraham**  
Pediatric nursing; a text-book for nurses; 2nd ed. rev. 282p. il. (pt. col.), diagr. D '33 Phil., Lea & Febiger 2.75
- Library of Congress**  
Journals of the Continental Congress 1774-1780; v. 28, 1785, January 11-June 30; ed. by John C. Fitzpatrick. 498p. Q '33 Wash., D. C., Gov't Pr. Off. apply
- Logasa, Hannah**  
Biography in collections suitable for junior and senior high schools. 112p. O c. N. Y., H. W. Wilson pap., .90
- Longridge, C. Nepean**  
"The Cutty Sark," the last of the famous tea clippers; v. 2. 243p. il. O '33 N. Y., Spon & Chamberlain 2.50  
"The Cutty Sark," the last of the famous tea clippers; v. 2. 243p. il. O '33 N. Y., Spon & Chamberlain 2.50
- Lothar, Ernst** ★ Fi  
Little friend; tr. [from the German] by Willa and Edwin Muir. 357p. D c. N. Y., Putnam 2.50  
A novel of present-day Vienna in which a young girl tries to understand and set right her parents' unhappy matrimonial relations.
- Lucas, Edward Verrall**  
English leaves. 178p. il. D '33 Phil., Lippincott 1.25  
Descriptive and reflective essays in praise of old England. A companion volume to the author's "French Leaves."
- Mairet, Ethel M.**  
Vegetable dyes; being a book of recipes and other information useful to the dyer; 5th rev. ed. 89p. (2p. bibl.) il. S ['33] [Bost., Bruce Humphries] bds., 2.00
- Mannin, Ethel Edith [Mrs. John Alexander Porteous]** Fi  
Venetian blinds. 454p. D c. N. Y., Knopf 2.50  
A novel of life among the poor, honest, ordinary people of London, shown in the development of Stephen Pendrick from his childhood in Ledstock Street to his early married days in Acacia Avenue.
- Marx, Karl and Engels, Friederich**  
Manifesto of the Communist party [lim. ed.]. 61p. O [n. d.] N. Y., Arrow Editions, 444 Madison Ave. bds., 2.00
- Means, Stewart** Re  
Faith; an historical study. 347p. O c. N. Y., Macmillan 2.50  
A history and critical discussion of the doctrines of Christianity.
- Meigs, Cornelia Lynde [Adair Aldon, pseud.]** Ju  
Invincible Louisa. 260p. il. D c. Bost., Little, Brown 2.00  
A biography of Louisa May Alcott, author of that famous juvenile, "Little Women."
- Middle American papers; studies relating to research in Mexico, the Central American republics and the West Indies; lim. ed. [archaeology].** 680p. (bibl.) il., maps D (Middle Amer. research ser.) ['33] New Orleans, Tulane Univ. pap., 5.00
- Morley, Christopher Darlington** Po  
Mandarin in Manhattan; further translations from the Chinese [il. by Guy Williams]. 179p. D '33, c. '26-'33 Garden City, N. Y., Doubleday 2.00  
Further thoughts of the Old Mandarin inspired by observations of American life.
- Malcolmson, J. D. and others**  
Trends in shipping container design. 28p. O (Job order production ser. 6) c. '33 N. Y., Amer. Management Ass'n pap., 1.00
- Moon, Parker Thomas, ed.**  
Tariffs and trade barriers. 91p. O (Academy of Political Science proceedings, v. 15, no. 3) c. N. Y., Academy of Political Science, Columbia Univ. pap., 2.50
- Morley, Felix and Jackson, Gardner**  
The World Economic Conference. 13p. O (Economics ser. presentation no. 24) '33 [Chic.] Univ. of Chic. Press pap., .15
- Morse, George Hart**  
The valuation of patents. 20p. O [c. '33] [Wash. D. C., Author, P. O. Box 271] pap., .25

JUNE 17, 1933

1967

**Morris, Clyde Tucker**

The design of simple steel structure; 4th ed. 291p. il., diagrs. O '33, c. '09-'33 N. Y., McGraw-Hill 2.50

Formerly published under the title "Designing and Detailing of Simple Steel Structures."

**Morris, William**

News from nowhere, or, An epoch of rest; being some chapters from A Utopian romance. 255p. S (Swan lib., no. 14) '33 N. Y., Longmans 1.40

**Morrison, Charles Clayton**

The social gospel and the Christian cultus. 259p. O (Rauschenbusch Found.) '33 N. Y., Harper 2.00

**Naylor, Nellie M. and Le Vesconte, Amy**

Introductory chemistry, with household applications. 377p. il., diagrs. D (Century chem. ser.) [c. '33] N. Y., Century 2.60

Chemistry for college home economics students.

**Nehru, S. S.**

Caste and credit in the rural area; a survey. 190p. D ['33] N. Y., Longmans 1.75

A monograph on the economics and sociology of caste groups in rural India.

**Nelson, Lillian Lawrence**

A child of circumstance. 139p. D [c. '33] Bost., Bruce Humphries 2.00

A story of entangled lives in which Rose Marie, an adopted child, discovers her real parents.

**Noble, Henri-Dominique**

The lay-brother; a short account of the life and status of a Dominican lay-brother; tr. from the French by A. E. H. Swinstead [lim. ed.]. 32p. S ['33] [Bost., Bruce Humphries] pap., 1.00

**Norris, James Flack**

Experimental organic chemistry; 3rd ed. 246p. D (Internat'l chemical ser.) '33, c. '15-'33 N. Y., McGraw-Hill 1.50

**Omond, Lieutenant-Colonel J. S.**

Parliament and the army, 1642-1904. 195p. (3p. bibl.) O '33 [N. Y., Macmillan] 2.75

A history of the relations between the civil and military powers in Great Britain, with an epilogue on the developments subsequent to 1904.

**Orchard, W. E.**

From faith to faith. 310p. O '33 N. Y., Harper 2.00

**Peabody, Francis Greenwood**

Prayers, for various occasions and needs [2nd ed.]. 138p. S ['33, c. '30] Bost., Houghton 1.00

**New England Gladiolus Society, 1933 year book.** 192p. il. (pt. col.) O '33 [Ashland, Mass., C. W. Brown, Sec'y, New England Gladiolus Soc.] pap., apply

**New York laws affecting business corporations;** 14th ed., rev. to May 10, 1933; ed. by J. B. R. Smith. 514p. O '33, c. '21-'33 N. Y., U. S. Corporation Co., 150 B'way pap., 2.00

**Oehler, Hugo**  
America's role in Germany. 18p. S ['33] [N. Y., Pioneer Publishers, 84 E. 10th St.] pap., .05

**Osborne, Oliver Thomas and Fishbein, Morris**  
Handbook of therapy; 9th ed. 688p. D [c. '33] Chic., Amer. Medical Ass'n flex. lea. cl., 2.00

**Parkman, Henry, jr. and Nadler, Marcus**  
Banking legislation. 11p. O (Gov't ser. 3, lecture no. 20) '33 [Chic.] Univ. of Chic. Press pap., .15

**Poynter, Beulah**

Dancing man; a love story. 252p. D [c. '33] N. Y., Chelsea House .75

Diane Trevor falls in love with Paul Drexel, a former wealthy man who had become a gigolo.

**Raschen, J. F. L. and Fairfield, Erle, eds.**

A German science reader. 285p. (bibl.) il. S '33 N. Y., Prentice-Hall 1.90

**Reitell, Charles Ervin**

Cost accounting; principles and methods. 449p. diagrs. O c. Scranton, Pa., Internat'l Textb'k Co. 3.50

**Reynolds, Frank**

The Frank Reynolds golf book. 109p. il. Q [n. d.] N. Y., Stokes 2.00

A collection of golfing cartoons by the art editor of *Punch* who is an accomplished golfer as well as an artist.

**Richmond, Leonard, ed.**

The technique of the poster. 219p. il. (pt. col.) Q '33 N. Y., Pitman 8.50, bxd.

A guide for the poster artist, copiously illustrated.

**Ripley, Clements**

Black moon. 270p. D [c. '33] N. Y., Harcourt 2.00

A strange and romantic tale of the adventures of two young Americans on an island in the Caribbean where voodoo was practiced.

**Robinson, David Moore**

The coins found at Olynthus in 1931. 125p. il. Q (Excavations at Olynthus, pt. 4. J. H. U. studies in archaeology, no. 19) '33 Balt., Johns Hopkins Press 10.00

**Rockwood, Roy, pseud.**

Bomba, the jungle boy and the river demons, or, Outwitting the savage medicine man. 209p. front. D (Bomba b'ks, no. 15) [c. '33] N. Y., Cupples & Leon .50

**Rorty, James**

End of farce. no p. front. O [c. 32, '33] [N. Y., Arrow Editions, 444 Madison Ave.] pap., .25

**Sainsbury, Noël, jr.**

Billy Smith, trail eater ace, or, Into the wilds of northern Alaska by airplane. 209p. front. D (Great ace ser. no. 4) [c. '33] N. Y., Cupples & Leon .50

**Salter, Sir James Arthur**

The framework of an ordered society. 60p. D c. N. Y., Macmillan bds., .75

The author's credo for a planned economic society.

**Pollock, Lewis John, M.D. and Davis, Loyal, M.D.**  
Peripheral nerve injuries. 698p. (bibl.) il. Q (Hoover's surgical monographs) '33 N. Y., P. B. Hoeber 10.00

**Proceedings of the twenty-fifth annual conference on taxation under the auspices of the National Tax Association, held at Columbus, Ohio, September 12-16, 1932.** 406p. O '33 Columbia, S. C., Nat'l Tax Ass'n. apply

**Rawlins, Thomas Elsworth**  
Phytopathological and botanical research methods. 156p. (bibl.) il. O '33 N. Y., Wiley 2.50

**Ross, Robert**  
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JUNE 17, 1933

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# OLD & RARE BOOKS

A MONTHLY DEPARTMENT

## Barrie First Editions and Their Values

JOHN CARTER

Sir J. M. Barrie. His First Editions: Points and Values, by Andrew Block. (London: Foyle. Pp. XVI + 48, the last five leaves blank. 7/6d. net.)

MR. BLOCK has produced an unassuming, tolerably accurate and probably useful book. It is based mainly, of course, and by acknowledgment, on Garland's and Cutler's full length bibliographies; and although it does not add anything of much importance to their conclusions, the essentials are extracted from both and reduced to an alphabetical checklist, with prices, which will provide the novice with enough to start on—probably rather more than enough, unless he is a rich man. The numerous American piracies of the early days are no doubt very uncommonly met with, and to pursue Mr. Cutler through the labyrinthine investigations to which we owe practically all our knowledge of them, is a fascinating, if bewildering, task; but in view of the fact that several of them post-date the English books from which they were stolen, while others ("A Powerful Drug" is the classic instance) are garbled out of all recognition, it seems unlikely that they will continue to maintain the high prices which Mr. Block assigns to them to-day, and Mr. Cutler's sale records, in the appendix to his book, confirm for the past. Mr. Block, speaking of "the stability in price maintained by the first editions of Sir James Barrie" says that "his relative fall from the insane 'boom' prices created by the speculator can hardly in seriousness be named a fall." Even without "relative" and "in seriousness" we know quite well that Mr. Block is hedging here. He must hedge.

And when one compares the prices given here for some of the important firsts with those which ruled three or four years ago, one wonders whether hedging is much good. Still, there it is. Mr. Block's figures are perhaps no more unreliable than another's in 1933, and will perhaps look no sillier in 1950.

On the bibliographical side, a lack of adequate cross references at some points is regrettable. This would make it clear, for instance, that "A Lady's Shoe," New York (1898), is in fact the third edition in book form, though the first separate edition; and it would probably have prevented "Speeches at Enrolment," 1926, being included at all, since it only contains, with other matter, the second edition of "The Ladies' Shakespeare," 1925. An inability to distinguish editions from issues, issues from states, seems to be an endemic disease in the series in which this book appears, and cases of it will be found here in the descriptions of "Der Tag," "Scotland's Lament," "Sentimental Tommy." At certain points the information given for distinguishing two issues is insufficient: for instance, we are told that the second issue of "Shall We Join the Ladies?" contains a stubbed in title-page. It would have been more useful, and also more economical of space, to state the difference in wording which caused the cancel. The omission of any reference to the fawn-colored copies of "Auld Licht Idylls" or the green copies of "Tommy and Grizel" is not perhaps very serious, but I think the vocal score of "Jane Annie" deserves a mention, and in place of one of the Collected Editions (or indeed on one of the blank pages) we might rea-

sonably expect to find some account of the most desirable Barrie item of the last five years (at least); namely, "The Greenwood Hat," 1930, which is omitted altogether.

I have noticed only one serious positive error: the signed issue of the "Peter Pan Portfolio" was limited to 100, not 500, copies, and in fact the artist probably did not sign more than about half the number an-

nounced, as the failure of the publication was so complete that it eventually ended in remaindering.

There are other details which may irritate the bibliographically minded, should this book fall into their hands; but this is *Collecting Without Tears*, and aimed at a quite different public, to whom it should be welcome.

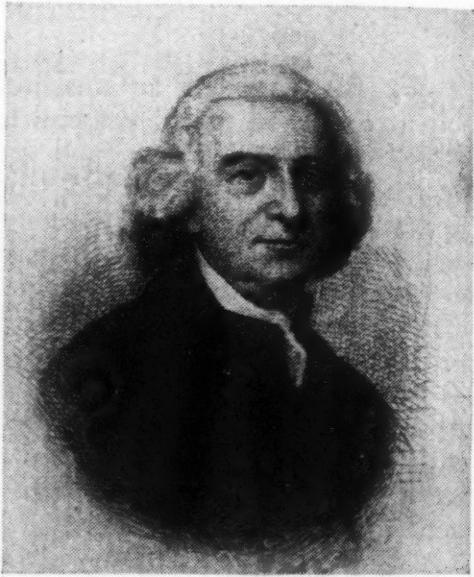
## Early American Books and Printing

JOHN T. WINTERICH

### CHAPTER V: GENTLEMEN OF THE PRESS (*Continued*)

HUDSON DEFINED THE COLONIAL press as one of neutrality and the Revolutionary press as one of action. The story of the Revolutionary press belongs to history in the broader sense rather than to that restricted field which is here being considered. It can perhaps be viewed to best advantage in the present summary through a brief presentation of three careers on which it exercised a formidable influence and which themselves exercised an impressive degree of influence on the period through the medium of printer's ink.

Born in Belfast and bred a printer, Hugh Gaine came to New York in 1745 at the age of eighteen and entered the shop of that James Parker who ten years later would print the laws of Yale College at New Haven and also establish the first permanent New Jersey press at Woodbridge. By 1752 Gaine was in business for himself, not alone as printer but also as newspaper proprietor, bookseller, general storekeeper, and, later, as purveyor of patent medicines. His *New-York Mercury* developed a pro-American bias as the grand crisis approached, despite (or perhaps because of) the fact that in 1768 Gaine was made official printer of both colony and city. With the British occupation of New York, however, Gaine retreated to Newark, and seven numbers of his paper were published from there. But he soon returned to New York, and supported the British cause until the evacuation of the city, when he abandoned his newspaper and devoted himself to the printing, publishing and sale of books until his death in 1807.



Courtesy of the Friderberg Galleries  
Hugh Gaine

The importance of Gaine's place in the colonial publishing scheme may be measured from the fact that the bibliography of the issues of his press from 1752 to 1800 in Paul Leicester Ford's "The Journals of Hugh Gaine, Printer" (New York, 1902. Volume I: Biography and Bibliography. Volume II: Journals and Letters) occupies eighty-eight pages. He devoted special and shrewd attention to the literature of self-help, witness such titles as "The Complete Housewife" (1761), "Every Man His Own Lawyer" (1768), "The Young Clerk's Vade Mecum" (1776), and "The American Instructor; Or, Young Man's Best Companion" (1785). He also had the foresight to invest heavily in children's books, and so avidly were most of

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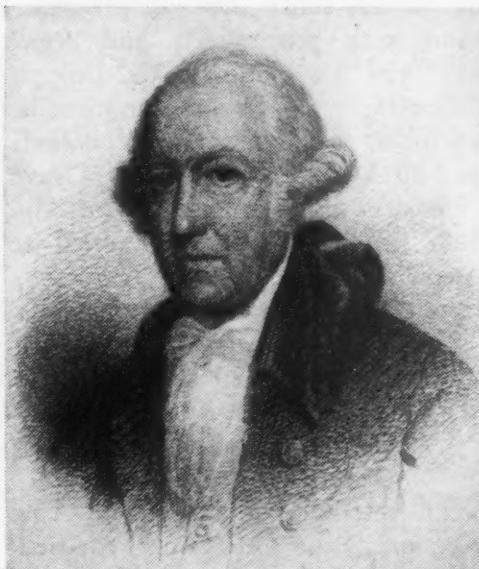
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his juvenile issues devoured that no copies of several which he is known to have published (the proof is in his own advertisements) are known to be extant. In 1929—one hundred and fifty-five years after its publication—a tattered copy of "The Wonderful Life and Surprizing Adventures of Robinson Crusoe, Who Lived Twenty-Eight Years on an Uninhabited Island Which He Afterwards Colonized" bearing the Gaine imprint came to light, though Ford had already postulated its existence, assigning it to 1775 instead of to 1774. This severely abridged "Crusoe" was the first American edition of Defoe's classic; Gaine himself, as probably the largest book importer in the America of his day, must have brought in many copies of various available English editions. Many of the books which Gaine issued, whether for youthful or adult consumption, were so abundantly consumed that several of them may have vanished forever. But "forever," it is worth stressing once more, is a dangerous word to play with in bibliography. The extent of the peril may be gauged roughly from the fact that since the appearance of the meticulous Ford bibliography more than fifty new Gaine titles, according to Paltsits, have been discovered and recorded.

Gaine's career did not lack its romantic elements, but a far more colorful personality was that of his contemporary, fellow-townsman and fellow-loyalist James Rivington. Established as a prosperous London bookseller in early manhood, Rivington backed too many horses that were not quite fast enough, and in 1760, when he was thirty-six, he decided to risk all on a greater hazard and emigrated to America. He followed the path of William Bradford from Philadelphia to New York, where in 1773 he established his *New-York Gazetteer: or Connecticut, New-Jersey, Hudson's-River, and Quebec Weekly Advertiser*. In 1777, with New York securely in British hands, he condensed this inclusive title to the *New-York Loyal Gazette* and soon afterward to the *Royal Gazette*.

The *Royal Gazette* quickly became one of the most notorious dispensers of manufactured news that has ever been disseminated to a credulous and partisan circulation. In Rivington's behalf it must be admitted that he had more than a shadow of a grievance against the colonists. In the lively spring of

1775 a group of patriots had raided his office, smashed his press, seized his types with a view to converting them into a more compelling medium of argument, and forced Rivington to flee to a British warship anchored in the bay. The theory that Riving-



Courtesy of the Friderberg Galleries

James Rivington

ton was actually a patriot spy, supplying Washington with secret messages bound in book-covers, seems to lack that final seal of documented confirmation which one would like to set upon it. Lorenzo Sabine's "Biographical Sketches of Loyalists of the American Revolution" (Boston, 1864) says of him: "His tact and ability in conducting a newspaper were much feared, and . . . his press had more influence over the public mind than any other in the Royal interest in the country." But tact and ability could not save the *Gazette* at the end of the war—it was discontinued on the last day of 1783, seven weeks after the demise of Gaine's *Mercury*. Rivington survived into the administration of Thomas Jefferson, dying in New York in 1802.

Coincident with every war of men and arms is fought a war of words, and printers thrive no less than munition makers. From Rivington's press issued such exemplars of this truth as Thomas B. Chandler's "What think ye of the Congress Now? or, an Enquiry, how far the Americans are Bound to abide by, and Execute the Decisions of the late Congress?" (1775), Joseph Galloway's "A Candid Examination of the Mutual Claims of Great-Britain, and the Colonies:

with a Plan of Accommodation, on Constitutional Principles" (1775), and John Lind's "An Englishman's Answer to the Address, from the Delegates to the People of Great-Britain, in a Letter to the Several Colonies, which were Represented in the late Continental Congress" (1775). And as the battle clouds gather, satire invariably walks hand in hand with propaganda and argument, witness "The Association of the Delegates of the Colonies, at the Grand Congress, held at Philadelphia, Sept. 1, 1774, Versified, and adapted to Music, calculated for Grave and Gay Dispositions; with a short Introduction. By Bob Jingle, Esq; Poet Laureat to the Congress," "printed in the Year, 1774" by Rivington, but without imprint, and Jonathan Sewall's "The Americans Roused, in a Cure for the Spleen, Or Amusement for a Winter's Evening," reprinted by Rivington in 1775 from the Boston edition of the same year.

Special reference is due "The American Querist: or, Some Questions Proposed relative to the Present Disputes between Great Britain, and Her American Colonies, By a North-American. The Tenth Edition," printed by Rivington in 1774, the authorship of which has been assigned to Myles Cooper, second president of King's College (now Columbia University), who was saved from possible martyrdom in the summer of 1775 only because his anti-British students (young Alexander Hamilton was one of the more obstreperous among them), setting out on an announced lynching bee, tarried too long for stimulants, so that Cooper, forewarned, was able to reach a man-o'-war in the harbor and withdraw in good order to the homeland, never to return. The first edition of "The American Querist" suffered a harsher fate—a fate described by Rivington himself on the title-page of the declared "Tenth Edition" (which it almost certainly was not, the designation being probably mere ironic bravado): "This Pamphlet, on the 8th Day of September last, was, in full Conclave of the Sons of Liberty in New-York, committed to the Flames by the Hands of their Common Executioner; as it contains some Queries they cannot, and others they will not Answer!" The *Gazetteer* tartly remarked following this incident: "When you damn the printer, and burn his pamphlet, he laughs, reprints, triumphs and fills his pocket."

James Rivington's career and accomplish-

ments richly merit extensive biographical and bibliographical treatment, and the task is hereby commended to any scholar seeking a little-exploited phase of American publishing history wherein an abundance of fascinating material is available. The task could have been ably performed by the late George H. Sargent, who offered a competent and valuable synopsis in his account of Rivington which appeared in *The Americana Collector* (Volume II, 1926), accompanied by a check-list of Rivington imprints. Any future student of Rivington will turn, in his earliest researches, to the remarkably fair appraisal of Rivington set down by Isaah Thomas in his "History of Printing in America" (Worcester, 1810), which concludes with this paragraph:

"It is but justice to add, that Rivington, for some time, conducted his *Gazetteer* with such moderation and impartiality as did him honor. To the other qualities of a gentleman he added benevolence, vivacity, and, with the exceptions already mentioned, punctuality in his business. Interest often produces a change of opinion, and the causes which induced Rivington to support the measures of the British cabinet, were sufficiently apparent. And, the visit made to him by a party of men from Connecticut, who destroyed his press, &c. as will be hereafter related, doubtless tended to prejudice his mind against the American cause; and, prompted him, after he was appointed printer to the king, and placed under the protection of the royal army, boldly, and without disguise, to carry his resentment beyond the bounds of truth and justice."

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CO., The Lakeside Press, Chicago**  
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JUNE 17, 1933

1975

# A Bibliography of the Writings of Edith Wharton by Lavinia Davis

*Reviewed by DAVID A. RANDALL*

THE PRESENT BIBLIOGRAPHY is in format and typography perhaps the handsomest book of its kind published in some little time. Done by the Southworth Press, Portland, Maine, in an edition of three hundred and twenty-five copies at \$2.50 it is physically an exceptionally attractive volume. The author's printers have done well by her, and it is unfortunate, indeed, that her work is hardly worthy the attention and care spent on it.

The bibliography itself is divided into five main sections: (1) full collations of the first American editions with brief mention of the English editions; (2) uncollected essays, poems and stories appearing in magazines; (3) articles, reviews and appreciations of Mrs. Wharton's works appearing in American and European magazines; (4) contributions to books including prefaces, translations, etc., (5) comment on her work appearing in various books (as distinguished from the magazines listed in No. 4). The whole is followed by an excellent index, a feature lacking in many a more important bibliography whose value would be enhanced by its inclusion.

It is, then, unfortunate that the book, so well arranged and printed, should, as a pure bibliography, leave so much to be desired. The collecting of Edith Wharton firsts is pretty much a straightforward matter, and there was already in the "Bibliography of the Collected Writings of Edith Wharton," by Lawson Melish, published by the Brick Row Book Shop in 1927 (and unmentioned in the present work, except in the Introduction and then only by implication), a satisfactory guide for collectors. True, the present volume includes magazine material and criticisms not listed in the earlier, but such material, while interesting enough to the student of Mrs. Wharton's works, is not of itself of sufficient importance, despite the author's apologia in the Introduction, to justify an entirely new bibliography or to enable one to urge collectors who own the earlier volume to purchase this.

The American editions of Mrs. Wharton's works are all that will interest the average collector and it is just here, where Mrs. Melish already satisfactorily covered the ground, that the present bibliography inexplicably omits much of prime importance.

For example no mention is made of the "Manhattan Press" imprint on some copies of "The Valley of Decision," (which imprint, by the way, occurs in copies in both light and dark red binding); or of the change on page 186, line 7, from the misquotation of the Burial Service to the Marriage Service in "The Age of Innocence"; nor is mention made of the white cloth binding on some copies of "The Greater Inclination"; of the fact that "Fighting France" and "The Glimpses of the Moon" exist in two bindings; that the 1922 Bruce Rogers edition of "Ethan Frome" has an introduction by the author not appearing elsewhere; that "Twelve Poems" is signed by Mrs. Wharton and that "The House of Mirth" apparently exists in two states.

The above statements, at any rate, have all been made in print by Mrs. Melish, Merle Johnson and other bibliographers, and whether true or false, should have been mentioned at least and with some discussion by the present author who, instead, calmly ignores them, not even intimating that they exist. Though loath to believe it, one is forced to the conclusion that the bibliography was compiled by examining only one copy of each title and problems, as the above, slighted with no effort to resolve them.

Then, too, in an important field, left untouched by Mrs. Melish, and one where some valuable information might have been discovered—that is in the English editions—little enough has been done. Title, publisher, year of publication, size, and number of pages completes the collation. There is no mention of changes in text (if any), whether the edition consisted of imported sheets with a cancel title or was actually reprinted in England, of binding, or of actual

dates of publication (if, that is, the English preceded the American in actual point of issue in any cases). Indeed, the author appears to have taken her information as to the English editions entirely at second hand and to have personally examined few, if any, of the physical books.

And, in passing, mention might be made of a minor innovation in collation which, to the reviewer at least, is annoying. The author has coined a new expression, "fore-title," for "half-title," while "half-title" is used for what is generally known as "divisional half-title." Now the term "fore-title" as it is used here may not be new, though it is new to the reviewer, but even so there seems to be no sufficient reason for using it as it is employed here. The nomenclature of bibliography, though indeed no definite and fixed canon exists, has given a

traditional meaning to "half-title" and it seems an unwarranted confusion of terms to displace it—all of which is an argument for some definite and fixed standard of bibliographical nomenclature.

As for the bibliography, in summary, it falls, as is only too often the case with modern works of its type, into the "worth while if you want it, but by no means necessary" class and proves again that most bibliographers of modern authors could well afford to be less hasty in publishing careless and incomplete work. There is no reason, surely, why such a really interesting article as Mrs. Wharton contributed to the eleventh part of "The Colophon," dealing with the writing of "Ethan Frome" (revealing that the tale was begun in French), should have been omitted or, as stated above, many points on various works not even mentioned.

## Book Sales of Last Month

FREDERICK M. HOPKINS

THE AUCTION SEASON is nearing its end. The book sales in the last month have not been numerous or important, although there has been some rare and interesting material dispersed. Prices generally have been low because there was little in the sales to attract collectors. The rarer lots have not been neglected, although prices bear the mark of the depression. The trade is probably glad that the auction season is closing and is looking forward for another quiet summer.

On May 9th and 10th first editions and other literary material including autographs, the property of John C. Knox, of Boston, with additions were sold by the Ritter-Hopson Galleries, Inc., 402 lots realizing \$6,274. Interest centered in the autograph letters, most of which were of recent authors. A few lots show the range of prices: an A.L.S. of Robert Browning, 4 pp., 8vo, Florence, May 14th, '47, to Thomas Carlyle, brought \$100; Browning's "Pacchiarotto and How He Worked in Distemper; with Other Poems," 16mo, original cloth, London, 1876, first edition, presentation copy, \$175; a collection of presentation first editions of William De Morgan, 6 vols., 12mo, cloth, London, 1906-11, \$220; Dickens's "A Christ-

mas Carol," 12mo, original red cloth, worn, Philadelphia, 1844, first American edition, \$30; A.L.S. of Emerson, 4 pp., 8vo, Concord, May 4, 1865, to Bayard Taylor, \$60; manuscript poem by Eugene Field, 3 pp., 4to, "Gen. Auer's Shack," \$65; original manuscript of John Galsworthy's "A Feud," 78 pp., 4to, in solander case, \$1,100; Hale's "A Man Without a Country," 12mo, original wrappers, in case, Boston, 1865, \$45; original manuscript of Lowell's poem, "To H.W.L." with A.L.S., 4 pp., 4to and 8vo, February 25, 1867, \$130; A.L.S. of Sidney Porter (O. Henry) 3 pp., 8vo, New York, 1926, to Mrs. Wilson Woodrow, \$47.50; Shaw's "Androcles and the Lion," 12mo, original wrappers, London, 1913, rough proof—unpublished, \$200; A.L.S. of Theodore Roosevelt, 2 pp., 8vo, Washington, January 7, 1890, to Judge Ambler, \$130; and an A.L.S. of Whittier, 4 pp., 8vo, Danvers, March 26, 1882, to Charlotte Fiske Bates, relating to the death of Longfellow, \$60.

On May 24th important first editions of American and English authors, with autograph letters of Mark Twain, Eugene Field, James Whitcomb Riley, and others, were sold by the Chicago Book & Art Auctions,

JUNE 17, 1933

1977

Inc. A few of the rarer lots and the prices realized were as follows: Mark Twain's "Adventures of Tom Sawyer," 8vo, blue cloth, gilt edges, Hartford, 1876, first edition, recased with new end papers, \$150; autograph manuscript of Mark Twain, 4 pp., 4to, \$45; Dickens's "Posthumous Papers of the Pickwick Club," 20 parts in 19, original wrappers, in solander case, London, 1836-37, first edition, \$400; Hawthorne's "Biographical Stories for Children," 16mo, half blue cloth, in case, Boston, 1842, \$41; same author, "The Scarlet Letter," 12mo, original cloth, Boston, 1850, first edition, rubbed and name stamped on title, \$230; Sheila Kaye-Smith's "The Tramping Methodist," 12mo, cloth, London, 1908, first edition, presentation copy, with A.L.S. of the author, \$60; the Fourth Folio of Shakespeare, London, 1685, Eugene Field's copy with his bookplate, \$600; and Wells's "Love and Mr. Lewisham," 12mo, cloth, London, 1900, presentation copy of the first edition, \$85.

Interesting books and autograph letters, the property of various consignors, were sold on May 25th and 26th by the American Anderson Galleries, 404 lots bringing \$9,598.50. A first edition of "The Federalist," in collected form, 2 vols., 12mo, original

calf, New York, 1788, one of the very few copies on thick paper known, fetched \$500; the original manuscript of Joseph Rodman Drake's "The Culprit Fay," signed, 30 pp., 12mo, the poet's most famous poem, \$500; Johann B. Homann's "Grosser Atlas über die Gantze Welt," 2 vols., atlas folio, Spanish calf, Nurnberg, 1731, \$100; "The Cabinet of Natural History and Rural Sports," Vol. I and II only, 4to, Philadelphia, 1830-32, contains the first colored sporting prints made in America, \$52.50; Child's "The English and Scottish Popular Ballads," 10 vols., 4to, original wrappers, uncut, Boston, 1882-98, limited edition, \$35; Davis's "Woodcock Shooting," royal 8vo, boards vellum back, 1908, limited edition on Japan paper, \$52.50; Whitman's "Leaves of Grass," folio, oak boards with levant morocco backs, New York, 1930, printed by the Grabhorn Press, \$35; Lowell's "Ode Recited at the Commemoration of the Living and Dead Soldiers of Harvard University, July 21, 1865, Cambridge, privately printed, 1865, presentation copy, \$375; Mason's "Life of Milton," 7 vols., 8vo, cloth, London, 1873-94, \$67.50; Adam Smith's "Inquiry into the Nature and Causes of the Wealth of Nations," 2 vols., 4to, calf, London, 1776, first edition, \$67.50.

## "The Poe Canon"

FREDERICK M. HOPKINS

EVER SINCE ITS ANNOUNCEMENT, Poe collectors have been looking forward with keen interest for Killis Campbell's "The Mind of Poe and Other Studies," which has just appeared with the imprint of the Harvard University Press. Six of the papers, "The Mind of Poe," "Contemporary Opinion of Poe," "The Poe-Griswold Controversy," "The Back Ground of Poe," "Self Revelations in Poe's Poems and Tales," and "The Origins of Poe," treat of matters that have been discussed or in dispute among students of Poe.

These six essays traverse more or less familiar ground with thoroughness and in a judicial spirit that gives this volume unique interest among Poeana. Moreover, the statements of facts and conclusions are elaborately documented and the references and notes are of special interest to the Poe collector.

The seventh essay, "The Poe Canon," is the most interesting of all, especially to the collector, because its forty-one pages are packed with bibliographical facts, information and conjectures that he will be grateful to get. The first collected edition of Poe's works, edited by Rufus W. Griswold, published in four volumes, three in 1850, the fourth in 1856, contained forty-two poems, sixty-eight tales, and seventy-four essays. The latest collective edition, that edited by Professor James A. Harrison, comprising sixteen volumes, published in 1902, contained fifty-five poems, including seven poems attributed to Poe, seventy tales, and 285 essays and miscellaneous articles. There are listed in a bibliography in this edition, printed in the appendix in the sixteenth volume, some forty other items which are not included in it.

There are a good many items that have been ascribed to Poe at one time or another that are not included in Harrison's bibliography. Among these are some twenty-five poems, six tales, and upwards of fifty brief essays, making in all more than four score poems, seventy-seven tales, and over four hundred essays of one sort or another that have been attributed to Poe. The growth of the Poe canon, in the half century between the Griswold and Harrison editions, is extraordinary.

The increase of Poe material is due to several circumstances. In the first place, Griswold, although he professed to print everything that Poe would wish to preserve, omitted a number of things that must surely have been known to him, and omitted others, probably, through oversight. There must have been a good many things, no doubt, of which he was entirely ignorant. It is reasonably clear that Poe had not preserved any very full collection of his writings. It is a matter of record that he wrote to Lowell in 1844 that he had not saved copies of any of the volumes of his poems, and at that time he had "on hand" only one of his stories, "The Gold Bug." Apparently he had not taken the trouble even to make up a complete list of his writings. And it should be remembered that most of his editorial and critical writings had been published anonymously. There is little wonder that Griswold missed a good many things. And when all the circumstances are considered, much credit is due him for the first collected edition of Poe's works.

The discoveries of new Poe material have been made by a considerable number of Poe students extending over more than a quarter of a century. In the course of these many accretions, some things crept into the canon, which on closer examination must be rejected from it, and it is certain that other things have been admitted that are of doubtful authenticity. And quite as surely, some things belonging to Poe have eluded the search of his editors and bibliographers. The purpose of Mr. Campbell's article on "The Poe Canon" is to inquire into the genuineness of a number of items that appear to be spurious or of doubtful authenticity, and to indicate where further additions to the canon may possibly be found.

Mr. Campbell has made such a thorough study of his subject that his views as to undiscovered material will be of great interest

to students and collectors of Poe's writings. Mr. Campbell predicts that additions that will hereafter be made to the Poe canon will come mainly from the magazines for which Poe wrote; though new manuscripts may be brought to light.

"It is not unreasonable," says Mr. Campbell, "to hope that the manuscript of 'The Authors of America in Prose and Verse,' of which mention has been made in the discussion of the 'Levante' pamphlet still survives. This manuscript was probably in the hands of Griswold when he was making up his edition; in which case I suspect that it was found to track the 'Literati' pretty closely, and for that reason was ignored by him. It is not unlikely, too, that other manuscripts of the 'Marginalia' will be discovered in the course of time. In a letter to Mrs. Richmond early in 1849, Poe wrote that he had sent fifty pages of the 'Marginalia' to the *Southern Literary Messenger*, five pages of it to appear in each of the ten next numbers; in reality, only five of the projected ten installments ever appeared: the manuscript for the rest may still be in existence. And there are, perhaps, other tales preserved in manuscript. The assertion is made in a review of the 1845 edition of Poe's tales—inspired, so Professor Woodberry thinks by the poet—that Poe had already published 'seventy-five or eighty tales,' whereas but sixty-nine (exclusive of the 'Pym' and the 'Rodman') are known to the editors of Poe, and some of these, it is certain, were written after 1845. It is, of course, very likely—to adopt another of Professor Woodberry's suggestions—that there were included in this estimate some of Poe's miscellanies. But Mr. Woodberry's discovery a few years ago, a fragment of a tale of which apparently nothing had hitherto been known, 'The Lighthouse,' should of itself make us hesitate to predict that there are no other tales yet to be found. Poe sent the manuscript of at least one of his tales, as we know, to friends in England, and something may perhaps be looked for from that source. Mr. Ingram asserts that there is some reason for believing that Poe completed the 'Journal of Julius Rodman,' which had abruptly been brought to an end in *Burton's* for June, 1840, with his secession from the editorship of that magazine. The story may have been concluded in the *Saturday Museum* which contained in its issue of July 22, 1842, 'fur-

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JUNE 17, 1933

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ther extracts from the "Narrative of a Journey to the Rocky Mountains." And W. F. Gill in his 'Life of Poe' speaks of an unpublished story of Poe's that remained in the hands of T. C. Clarke.

"There are also reminiscences, more or less authentic, of a number of poems which have been lost but which may turn up in manuscript. There are: (1) a volume of juvenilia submitted to Poe's Richmond school teacher, Joseph H. Clarke, in 1823, and consisting 'chiefly of pieces addressed to different little girls in Richmond who had from time to time engaged his youthful affections'; (2) a poem addressed to Master Clarke on his retirement as principal of his school in Richmond; (3) 'To Mary —,' lines addressed to a Baltimore sweetheart and said to have been published in a Baltimore newspaper; (4) a poem in honor of Mrs. Shew and entitled 'The Beautiful Physician,' composed in part, so Mrs. Shew declared, while the poet was in a delirium following the death of his wife in 1847, and later recast by him from jottings which Mrs. Shew had made. There is also a tradition that Poe wrote in collaboration with his friend R. M. Bird, of Philadelphia, a scenario for a play.

"But, as I have said, the main additions to the Poe canon are to be sought in the magazines of his time. Of two of the periodicals to which Poe contributed more or less freely, no complete files are known. These are the *Baltimore Saturday Visitor*, in which his 'MS. Found in a Bottle,' 'A Serenade,' and 'The Coloseum' were first printed, and the *Philadelphia Saturday Museum*, to which he contributed divers critical articles in the early forties. It is highly probable that he published in these papers other things besides those of which we have record. And there are doubtless yet other items in the periodicals and annuals of Poe's time. In particular, there are, I suspect, unidentified articles in the magazines which Poe edited—the *Southern Literary Messenger*, *Burton's Gentleman's Magazine*, *Graham's*, the *Evening Mirror*, and the *Broadway Journal*. It remains, among other things, to determine just which of certain 'short notices' in *Burton's Gentleman's Magazine* attributed to Poe without specification of title are actually Poe's and which are the work of others. Mr. Whitty asserts that Poe wrote for *Poulson's American Daily Advertiser* and for the *Philadelphia Mercury* in the early thirties;

Professor Woodberry has suggested that Poe probably contributed to the *Brother Jonathan* in the autumn of 1843; and in two of his letters in his final year the poet refers to the *Literary World* (of which his friend E. A. Duyckinck was then editor) as though he were perhaps a contributor. Mr. Whitty has told us of Poe's connection with the Richmond *Examiner* in the summer of 1849,—in particular, of his republishing in its columns several of his poems; Bishop Fitzgerald is authority for the statement that Poe also contributed critical articles to the *Examiner* at this time; and I have already called attention to Poe's assertions that he had written for several British magazines. Hirst states in his sketch of Poe in the *Saturday Museum* that he had also written for a 'Parisian critical journal.' Similarly it is asserted in Lowell's sketch of Poe in *Graham's* that he had contributed several reviews to French as well as English periodicals."

Mr. Campbell closes his article with the following conclusion: "Before we can feel satisfied that we have got a complete list of Poe's writings, it will be necessary to bring out of their hiding-places complete files of the *Saturday Visitor* and the *Saturday Museum*; we must also examine anew the files of the periodicals with which Poe was connected editorially; and we must institute a search through the remainder of the early magazines and newspapers and annuals to which Poe may have contributed. In particular, the Baltimore papers of the early thirties and the Philadelphia papers of the forties must be sifted. When this is done, it is possible that the canon of Poe's writings will be materially enlarged."

## Auction Calendar

WEDNESDAY MORNING, JUNE 21ST, AT 11 O'CLOCK.  
Americana, books, autographs, pamphlets, broadsides, prints, many important and rare historical items. (Items 366.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

THURSDAY AFTERNOON, JUNE 22ND, AT 2 O'CLOCK. The valuable library of the late Robert William Rogers, Professor at Princeton University. (No. 1477; Items 426.) Stan. V. Henkels, Jr., 1110 Sansom St., Philadelphia, Pa.

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# MATSUKAZE

A Japanese No Play by  
Kwanami

Translated into English by  
Dan Frank Waugh



1933

Privately Printed New York City

## Limited Editions of the Month

LIMITED EDITIONS CLUB (Oxford University Press, England)

The Pickwick Papers, by Charles Dickens, edited by G. K. Chesterton, and illustrated in color drawings by John Austen. Designed by John Johnson, set in Bodoni on Oxford rag paper, and bound in buckram. 1500 copies at \$10 to members.

DOROTHY WAUGH, et al. (Stratford Press)

Matsukaze, a Japanese No Play, by Kwanami, translated into English by Dan Frank Waugh. Printed under the direction of Fritz Peters, and with the help of Richard Box and Louis Stein, by Dorothy Waugh, Jaynet Holden, Grace Allen and Edith Greenburg. Set in Etienne with a title page of Eve on Japanese hand-made paper, and bound in boards covered with Japanese hand-made paper. The decora-

## THE PUBLISHERS' WEEKLY

tion on the title page is from an ancient Japanese sword guard, and symbolizes the play, Matsukaze. 75 copies of which 15 were for sale.

ARROW EDITIONS (Rydal Press)

Manifesto of the Communist Party, by Karl Marx and Friederich Engels. Handset in Weiss Boldface and printed on Strathmore's Emissary Text. Bound in board with paper covered sides and cloth back. 500 copies at \$2.

ARROW EDITIONS

Thirty Fables in Slang, by George Ade, illustrated with pen and ink drawings by Peggy Bacon. 500 copies at \$3.50.

SHELDON DICK (The Marchbanks Press)

The Serpent in the Wilderness, by Edgar Lee Masters, signed by the author. Made under the supervision of Vrest Orton and Ray Nash, and printed in Baskerville in Papier de Rives. Bound in boards. 400 copies, 365 for sale, 281 at \$8.50 and 84 with which is bound an original holograph sheet of manuscript at \$12.50.

OLIVIA DEHN, et al. (Stratford Press)

Alexander and the Priest of Hammon, by Walter Savage Landor. Printed under the direction of Fritz Peters, with the assistance of Richard Box, Max Frank and Louis S. Stein, by Olivia I. Dehn, Sidney R. Jacobs, Edgar M. Rutter and Israel S. Soifer, in Etienne with a rubricated title-page in Eve. 50 copies.

THE FLORIDA STATE HISTORICAL SOCIETY (Yale University Press)

True Relation of the Fidalgo of Elvas, 1557, translated and edited by James Alexander Robertson. In two volumes, the first volume a facsimile produced by the Heliotype Company of Jamaica Plain, Boston, the second volume designed by Carl Purington Rollins, printed with a special cutting of the American Type Founder's Tudor Black, made by the Lanston Monotype Co. of Philadelphia, Cloister initials and 10 point English Cloister Old Style notes. 360 copies.

FERNANDE GARDNER (Stratford Press)

The Brink, by Fernande Gardner, bound in hand-made orange and brown paper with white cloth backbone; printed under the direction of Fritz Peters, in Sans Serif type on handmade Laurentian paper, hand sewn. Not to be sold.

JUNE 17, 1933

1981

# The Weekly Book Exchange

## How to use Books Wanted and Books For Sale

TERMS: Under "Books Wanted" (a service for booktrade only) 15c. a line to subscribers, no charge for address; to non-subscribers, 20c. a line, charge for address.

Under "Books for Sale" (not restricted) 15c. a line to subscribers, 20c. to non-subscribers. All other classifications 20c. a line. Bills rendered monthly.



Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin on a separate

line except grouped titles by one author. Objectionable books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.



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U. S. Stamp Collection, stock, etc., wanted in exchange for \$2000. Collection of Rare and Curious Books, and Americana. Send for list.

**Air Law Review, c/o Wilkins, Wash. Sq., E., N. Y.**  
Books, pamphlets and other materials on balloons, flying machines and aviation in general.

**Alcove Book Shop, 816 Broadway, San Diego, Cal.**  
Fort. Book of the Damned.

Secret Symbols of Rosicrucians. 1888.  
Clampitt. Echoes from the Rocky Mts.

Allen and Avery. Calif. Gold Book.  
Lummis. Pioneer Transportation in Am.

**American Autograph Shop, Ridley Park, Pa.**  
Aitken Bible First Titlepage.  
Historical and Literary Autographs. Fine pieces, collections or quantities. Immediate cash.  
Confederate pamphlets, broadsides, letters. Any quantity.

**Amer. Dime Novel Exch., 2 E. 23rd St., N. Y.**  
Dime Novels, Nickel Novels, Beadles, Tousey, Street & Smith, Munro, others.

**American News Co., 131 Varick St., New York**  
Accountant's Hand Book. 1st ed. Ed. by Earle A. Saliers.

**Archway Book Store, 47 N. 9th St., Philadelphia**  
Hoare's Ital.-Eng. Dict.  
Anything by Basil King. Cheap.

**Argus Book Shop, 333 S. Dearborn St., Chicago**  
When the Leaves Come Down. Ralph Chapman.  
Sugimato. A Daughter of the Samurai. 1st ed.  
Tarkington, Booth. Monsieur Beaucaire, His Own People, the Flirt. 1st issues.  
Moorhead. The American Indian in the United States.

### Argus Book Shop—Continued

Judson. Myths and Legends of the Great Lakes and Mississippi Valley.

**Assoc. Students Store, Univ. of Calif., Berkeley**  
Dennett & Tyler. Americans in Eastern Asia.  
Macmillan. 1922.  
Gummere. The Popular Ballad. Houghton Mifflin. 1922.

**Jos. Baer & Co., Frankfurt a.M., Hochstr. 6, Ger.**  
Jackson. A Century of Dishonor. New ed. Bost. 1886.

Dunne. Mr. Dooley in Peace and War. 1898.  
Cooke, W. D. Howells, a Crit. Study. 1922.  
Jackson. Ramona. 1916.

Dunne. Dissertations. 1906.  
Kennedy. Mellows, a Chronicle of Unknown Singers. 1925.

Johnson, J. W. Book of American Negro Spirituals. 1925.

Fisher, D. F. C. Bent Twig. 1917.  
Cronyn. Path of the Rainbow, an Anthology of Songs fr. the Indians of N. America. 1918.

Dunne. Mr. Dooley's Philosophy. 1900.  
Russel. Christmas Night in Quarters. 1917.  
Dunne. Observations by Mr. Dooley. 1902.

**William M. Bains, 1713 Chestnut St., Philadelphia**  
Goodrich. British Eloquence.

**Baker & Taylor, 55 5th Ave., New York**  
Abdullah. Thief of Bagdad.

Ariosto. Orlando Furioso. Macm. ed.  
Blauvelt. Development of Cabinet Government in England.

Bryant. Best English and Scottish Ballads.  
Burroughs, J. Songs of Nature.

Butt. Letters of Archie Butt. DD ed.  
Campbell. Seven Sages.

Chrystal. Meditation of Marcus Aurelius.  
Croiset. Manual d'Histoire de la Litterature Greque. Engl. tr. by Heffelbower.

Downes. Life and Works of Winslow Homer.  
Exeter. Book. Riddles of the Exeter Book. Ed. by F. Tupper.

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Cruger, Mrs. Van Rensselaer. Poppea.  
Surette, T. W. Development of Symphonic Music.  
Kuprin. Gambrinus; Sulamith. Repeat quotations.  
Adams, John and Abigail. Letters. 2 vols.  
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Walpole, Horace. Reminiscences. Edited by  
Toynbee. Oxford.

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Joseph J. Casey. N. Y., 1896.

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Hazlitt's Table Talk.

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Carnegie. Anglicanism. Putnam. 1925.  
South. Library of Old English Divines. Ed. by  
Shedd. 1866-71. 5 v.

Stanard. Colonial Virginia. Phila., 1917.  
Walker. Reformation. New York, 1900; Ten  
New England Leaders. N. Y., 1901.

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Minor's Institutes. Vol. 3, pt. 2.

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Davenport. Heredity in Rel. to Eugenics. 1911.

Holms. Studies in Evolution and Eugenics. 1923.

Radiology. Vol. 1, No. 1.

Anatomical Record. Vol. 17, Nos. 3, 4.

**George W. Jacobs & Co., 1726 Chestnut, Phila.**  
Antelope and Deer of America. Caton.

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Groos, Karl. Play of Man. Ed. by Baldwin.  
Appleton.

Lincoln, Natalie. Moving Finger.

National Safety Council Transactions. 1929.

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Irving, J. T. Indian Sketches. Vol. 1. 1835.

Long's Expedition. Vol. 1. 1823.

Melville. Mardi. Vol. 2. 1849.

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Richardson, W. H. Journal. 1848. Imperfect.

Taylor. Eldorado. Vol. 2. 1850.

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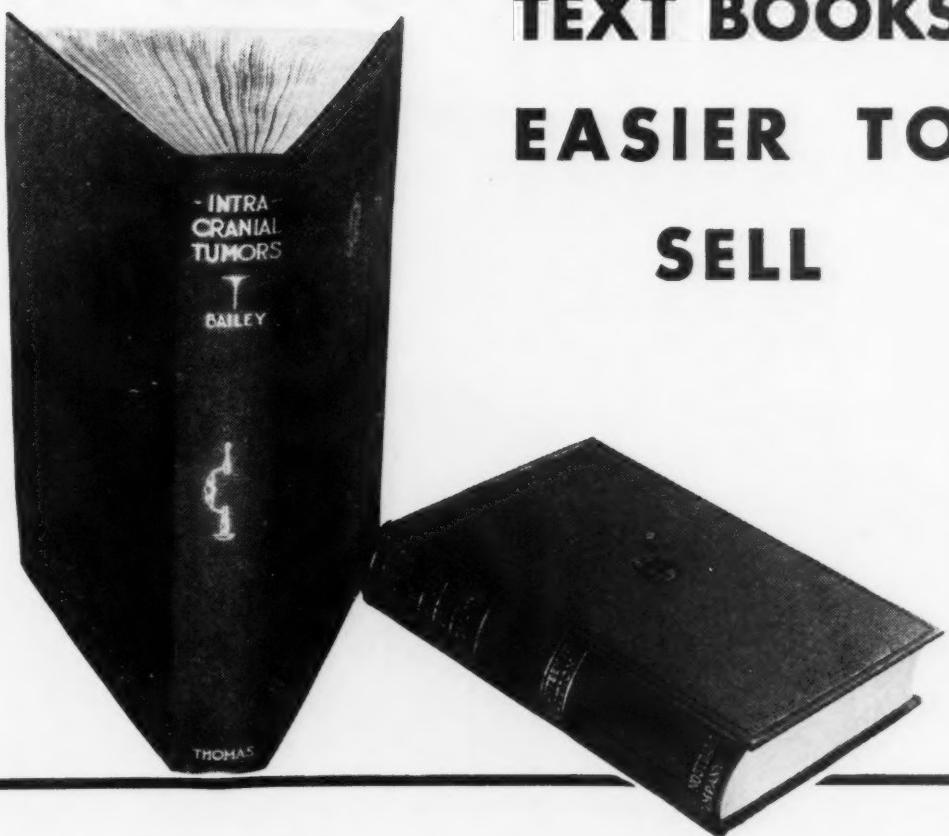
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